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AUTHOR & JOURNALIST

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NELSON ANTRIM CRAWFORD, Editor

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JULY, 1954

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New Sport Magazine Pays Top Rates

IMPORTANT news to freelance writers is the new weekly magazine, *Sports Illustrated*, to be published by Time, Inc., Time & Life Bldg., 9 Rockefeller Plaza, New York 20. The opening issue will appear August 13.

The new magazine plans three articles and one short story to an issue—all, of course, relating to sports. The editors are now buying. Rates are in line with those of the top general magazines.

Here are the plans and requirements as stated by Richard W. Johnston, articles and fiction editor of the publication:

The news section of the magazine—the front of the book—will be largely staff-written. The back of the book will include two to three articles, an occasional picture-and-text feature, and a short story, as well as numerous short features. All of these will be purchased.

Articles. The magazine is interested in everything in the field of sport—spectator or participant. We define the field as including all sporting endeavors that involve competition, whether between human beings or between human beings and natural forces. Thus, baseball obviously is sport, by our definition, but so is mountain climbing, cave crawling, hiking, and—of course—hunting and fishing. We would consider an Eskimo seal hunt outside our province, since it is motivated by economic, rather than sporting, reasons. We consider exhibitions in which there is no element of competition (ice extravaganzas, gymnastic demonstrations) as entertainment, not sport, and will not deal with them.

So much for the field. At this time we are interested in personality pieces or "close-ups," controversial subjects (perhaps signed by prominent athletes), authoritative reports on various games or sports situations, and articles that reflect feminine or family interest in sports. We will commission immediately such articles from submitted outlines or memoranda, provided they are sufficiently imperishable to be used once publication begins.

Our maximum article length will be 3,000 words, with 2,500 preferred. Our prices will range from \$750 upward for articles at this length, with the author guaranteed a minimum of \$300 on submission of the piece and the balance on acceptance. Article outlines or memoranda should be two to three pages long, and should provide some suggestion of the writer's style as well as a summary of the probable content.

When the editors feel that a suggested article might be done more effectively in pictures, we will propose to the author that a photographer be assigned and that he be commissioned to write the accompanying text and captions. The author will be free to accept or reject such a proposal. If agreeable, payment will be around \$500.

In all cases if carrying out a commission involves travel the magazine will pay reasonable expenses.

The new sport magazine will not seek a uniform style from its writers, and whenever it is possible and consistent with editorial standards we will respect the individual style and personality of the author. The standards will be high, with first emphasis on clarity and precision of meaning. We hope to avoid sports clichés and sports jargon. We will expect accurate and perceptive reporting, believable dialogue, and exact characterization. We are not interested in idealizing either sports or sporting figures. In short, we hope to provide a necessary magazine for sports fans, but not a fan magazine.



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Dear You Who Should Be Interested:

Are you puzzled about stereotyped rejections?

Almost two thousand years ago, a gentle and an educated Jew—converted to an ethical system of living by a vision—wrote thus to the bemused Gentile inhabitants of a small Grecian town:

" . . . God hath chosen the foolish things of the world to confound the wise . . . the weak . . to confound the things which are mighty. And base things of the world, and things which are despised, hath God chosen—yea, and things which are not—to bring to nought things that are . . "

Today, that astonishingly thought-provoking statement answers puzzling questions, if thus liberally translated:

"God hath selected the innocent of the world to bewilder the shrewd and calculating; the tranquil and the non-belligerent, to baffle those who are powerful and arrogant. And the ignoble of the world, and the spurned hath God chosen—yes, and skills that are not recognized—to bring to nothingness those allegations and pronouncements that are."

Saint Paul is not listed on our letterhead. Nor is Solomon. Nevertheless, though, both have contributed to our academic understanding and their influence here is persistent.

Hence we confine ourselves—when asked to do so—to pointing out error, to suggestion and to the correction of fallacies and incongruities, in that which you are writing or have written. We dare, too, to tell the unvarnished truth about the fame and fortune so 'easily' to accrue through authorship.

Ours is a service resulting from education, inherent rectitude and years of professional experience. We issue no unmerited encouragement, indulge in no gestures designed to confound and confuse: we simply tell the truth. Methods and fees are outlined in a booklet, free for the asking.

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Shorts and Oddments. In addition to regular articles the new sport magazine is interested in short features and feature box material ranging up to 1,500 words. This may include vignettes from history, nostalgia, extraordinary anecdotes, and unusual facts about sports or sporting figures. We also are in the market for cartoons, unusual pictures, or boxed features which would combine illustration and brief text. Prices for material of this sort will range from \$25 for short squibs up to \$500 for first-rate submissions of the 1,500 word length.

Fiction. Our present plan is to include one short story in each issue of the magazine. We want these stories to be of the highest quality and we hope to be publishing the best writers now writing. The stories should have some connection, however peripheral, with some sport, well known or little known, or some diversion or recreation participated in or enjoyed by people who are interested in sports. Our definition of subject matter will be as flexible as we can plausibly make it, simply because we feel that such latitude will work to our advantage as well as to the authors'.

We hope to induce writers of established reputation to contribute fiction to us; at the same time, we'll be much interested in promising new writers.

Our best length for stories will be about 3,000 words. We will however, be glad to read longer ones and—when their merits seem to outweigh our space restrictions—will publish them. Prices will be high enough to make it profitable for any writer to write for us, starting from a base of \$750.

Submissions. Article outlines or memoranda, shorts, and oddments should be addressed to Andrew Crichton, and fiction manuscripts should be addressed to MacLennan Farrell, both c/o Time, Inc., 9 Rockefeller Plaza, New York. In every case we will endeavor to provide prompt answers both for solicited and unsolicited material. Personal appointments with authors or agents may be arranged by telephone.

— A&J —

Two new magazines are entering the growing confession field—*Intimate Love Stories* and *Teen Age Confessions*. Both will be placed on sale September 10 and are now assembling material for early issues.

The magazines belong to Popular Publications and will be edited by Walter R. Schmidt, who has been editor of *True Confessions* for the past five years and prior to that was on the staff of *True*.

Teen Age Confessions is believed to be the first magazine of its type directed solely to youth though most of the confession publications, of course, have teen age readers.

Queries and manuscripts may be addressed to Mr. Schmidt at 205 E. 42nd St., New York 17.

— A&J —

Redbook, 230 Park Ave., New York 17, is eager for outstanding lead articles worth featuring on the cover—important exposés or significant personal documents. Material must be useful, exciting, entertaining, or inspiring to people between 18 and 35. The magazine pays top rates on acceptance.

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— A&J —

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AUTHOR & JOURNALIST

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2. Darned interesting article, but not the kind we need at all. Bet that So-and-so would grab it.
3. We're stocked on novelettes for a long time to come. Too bad this didn't come in last month.
4. Nice handling, but we never touch stories about circus life. That's one of the Boss' screwy taboos.
5. Close, but no sale. Now if you'd only written it from the girl's viewpoint—or worked up a more convincing ending—or eliminated those unnecessary sections about that character Joe . . .

The trouble, of course, is that editors rarely have the time or inclination to tell you why they're sending back your scripts; and, on your "almost" scripts which might be made perfect through revision, editors too often prefer to pass them up and find altogether-right scripts from among the enormous amounts of submissions they receive, or don't like to suggest revisions to writers they don't know. Fortunately, however, the problem isn't an insoluble one . . .

The solution, obviously enough, lies in representation by a major agency such as this one, one of the largest sellers of manuscript material in the world. You'll learn frankly and promptly why you've been missing, and receive friendly but firm, experienced assistance in getting your scripts right and getting them sold.

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TERMS: **PROFESSIONALS:** If you are selling fiction or articles regularly to national magazines, or have sold a book to a major publisher within the past year, we'll be happy to discuss handling your output on straight commission basis of 10% on all American sales, 15% on Canadian sales, and 20% on British and other foreign sales.

NEWCOMERS: As recompense for working with beginners or newer writers until you begin to earn your keep through sales, our fee, which should accompany material, is five dollars per script for scripts up to 5,000 words, one dollar per thousand words for additional thousands and final fraction (for example, seven dollars for a script of 6,895 words). \$25 for books of all lengths up to 150,000 words, \$50 for books over 150,000 words; information on t.v., radio, stage, syndicate, and other types of material on request. We drop all fees after we make several sales for new clients. A stamped self-addressed envelope, please, with all manuscripts.

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JULY, 1954

Fiction Must Be Plausible

By S. OMAR BARKER

FIRST time I visited the Grand Canyon," said the Old Cowboy. "I tied my horse to a tree and footed it out to the rim to take a look. If I had known how deep the damn thing was goin' to be, I'd have tied myself to the tree and let my horse go take the look!"

Sometimes—though not often—that's not far from the way I feel about having become, in my innocent youth, a writer of Western stories. I have been selling Westerns to magazines with reasonable regularity for almost 30 years. During a considerable part of that time my wife, Elsa Barker, has also been selling hers, often with a murder-mystery slant, in the Western romance field. Maybe we should have stood tied to a tree and let the horse do it, but I doubt it. We still enjoy that type of writing, and in a changing world, the Westerns are still with us. Changed, perhaps, but still kicking up their share of dust in the reader-interest corral.

To the beginner hoping to earn his beans in the Western fiction arena, some idea of the nature of those changes is important. Some less mossy-horned Western fictioneer might well be more competent than I am to discuss them, but at least I am still in the arena.

The basic plot-theme of salable Western stories back in the heyday of Western pulp magazines was *male courage and fair play pitted, both physically and emotionally, against danger and*

villainy. It still is. But whereas the fictional hero of those days was most often a cowboy, lawman, gunman, or all three in one, today's editors welcome yarns with the lead male character engaged in any conceivable Old West occupation, from piano-tuning to printing, soldiering, surveying, homesteading, horseshoeing, buffalo peeling, or button peddling.

The tradition—and it is a true one—of the cowboy as "courage on horseback" was the legitimate father of the Western story in the first place, and whether as ranch hand, mounted lawman or adventuresome drifter, the cowboy is still an acceptable hero; but today a much wider selection of occupational backgrounds is encouraged by most editors. In fact a drift away from the cowboy actually engaged in cow work seems to me to be definitely noticeable.

Plot and action used to be essential keys to salability in the Western story. Try today to sell a Western without them, and you will find out that they still are. But now there is a quadruple lock on the editor's checkbook, for without another couple of keys called *character* and *motivation*, your story will almost surely find itself shut out, even from the low pay markets. A fifth key called *atmosphere* can also help if not laid on too thick.

Stated simply, this merely means that editors are trying harder all the time to give their readers stories in which the characters feel, think, talk, act, and *seem to the reader* like real people, not merely dauntless heroes and dastardly villains. Of course this is nothing new in *good story writing* of any type, but there is no denying that in the general run of Westerns, the emphasis has shifted in that direction. Detection and punishment of villainy are still standard basis plot material, but they are generally unacceptable unless they give the reader a little more convincing insight than heretofore into the heart-and-mind reasons why the villainous villain "does dirty" and the heroic hero has to "git him."

Gunsmoke is still popular, but editors want its drama to depend more upon the interplay of conflicting human emotions that bring it about—or follow it—than merely upon a slam-bang description of fancy gun slinging.

Born and brought up in New Mexico, now operating a ranch near his birthplace, S. Omar Barker is a veteran writer of Westerns who knows his West. He has contributed fiction, articles, and verse to practically all the Western magazines as well as the Saturday Evening Post and other general periodicals. His "Know Your West" quiz has been running in Ranch Romances for 275 issues. He is author of several books—poems and short stories—and two new ones, both Western verse, will appear this summer: Songs of the Saddlemen and Sunlight Through the Trees. His work is in many anthologies and school textbooks.

Grim, deep-dyed villainy, though still acceptable, is not essential, especially in Westerns aimed at slick paper markets. I have a Western short coming out one of these days in the *Saturday Evening Post* built around a teen-age ranch boy's personal decision in a matter of right and wrong. I must have made the editors like the kid, else they would not have bought the story, but it still had to be done with plot and action, whose course was determined by the reactions of the characters upon one another, not vice versa. That is an important point to remember in writing today's Western, whether pulp, slick, or book.

Some wordage once dedicated to action in the stripped down, rootin', tootin' Western may now be wisely applied to a development of *human sympathy* between your story people and the reader. But don't let that fool you into thinking you can sell a plotless character sketch, however poignant, as a Western. You still *must* have a *story*, with a plausible plot developed principally through action.

When I say "plausible," I mean plausible to the average reader, not necessarily to Western oldtimers or ranch folks who know too well what could or could not happen in various range country situations—which is not often true of the average reader, nor of most Eastern editors. This is simple fact, not criticism. Editors are not supposed to be cowboys. They are supposed to know story values—how to select yarns that a majority of readers will enjoy. They do it, too, or they don't stay editors very long. They doubtless prefer stories of a reasonable authenticity, but the point is that they make *story value*, not guaranteed authenticity, their primary yardstick in buying Western stories.

Some successful Western writers' yarns are authentic down to the last hair in a saddle cinch. There are other equally popular, top hand story craftsmen, who from personal experience might not even know which end of a horse to put the bridle on, yet write strong, entertaining stories with historically plausible plots and Old West backgrounds. I myself happen to have been born and raised on a ranch, but it is a demonstrated fact that *you do not have to be a Westerner to write and sell Western stories*.

Obviously, the more you can learn about the West, the better equipped you will be to give your stories a convincing atmosphere, but it will be strong plot, sympathetic characterization, valid motivation, and dramatic action that sell your stories, rather than a wagonload of authentic detail.

ANOTHER change in Westerns well worth the tyro's notice is in the use of so-called "cowboy dialect." Editors used to dole on *yuh, tuh, wal, shore, yore, hoss*, etc., even to the extent of sometimes editing them into stories themselves. "It ain't thataway no more, podner!" The pendulum has swung the other way, too far, perhaps, for truly authentic realism. I am old enough to have known personally a great many oldtimers of the Old West era. My own parents came to New Mexico via covered wagon, trailing cattle and horses, and "mighty few of them oldtimers I growed up amongst" ever talked as good grammar as you find many of their fictional prototypes

talking in otherwise excellent "new look" Westerns of today.

Most of my acquaintances among cow-working cowboys and ranch folks in the Southwest still talk a language less notable for correct grammar and pronunciation than for typically pungent cow country phraseology. I can't imagine one of them telling somebody to "get!" when he wants him to "git!" The editor of a top Western magazine recently complained that there was so much "dialect" in one of my stories that some of his reader-staff couldn't even figure out what the characters were talking about. On the very day I received that comment, a typical Texas cowboy dropped in to "chaw the fat" with me in exactly the sort of "cow talk" to which this editor objected.

Yet, from the important point of view of mass readership, the editor was right. Regardless of authentic linguistic verisimilitude (try that on the next cowboy you meet!) or lack of it, there is no sense (or dollars!) in writing stories in a lingo that makes difficult reading for too many readers.

My recipe for the apprentice fictioneer who wants to land wordage in "new look" Western markets, whether tenderfoot or burr-tailed buckaroo, would be to use even correct "Western lingo" sparingly, for flavor. When you do use it, try to get it right, but for the most part let your characters, hero and heroine in particular, talk fairly usual English—even if their Old West prototypes may not have.

Something should be said here about humor in Westerns, but as the cowboys say, it's a purty long rope to swing in a crowded cowpen. I never have known a cowboy or cowman without a dry humor just as liable to pop out right in the big middle of the most sober or grim situation as it is at a picnic. Yet except for yarns primarily intended to be funny stuff, many of the most popular Westerns have little or none of this typical humor in them. Again this is not criticism, but only a fact worth noting by anyone with his neck bowed to write Western stories. It means that while there is a market for humorous Western stories, inability to "write funny" need be no serious obstacle for today's would-be writer of Westerns.

Real cowboy humor, incidentally, is sometimes pretty rough horse play or slapstick, sometimes extremely subtle. I have found that the best bet for mass readership of Westerns is not to lean too far either way. I have sold more humorous Western fiction than any other kind, but always short, and the demand for purely humorous Westerns continues to be chiefly in the short story field.

We have been hearing a great deal recently about the new approach in Westerns. I have mentioned what seem to me to be some specific points of change since the heyday of the pulps. Next to striking changes in markets (which I shall discuss later on), I believe the most important changes implicit in "the new approach" can be fairly summarized this way:

Not less plot, but more careful motivation; not less action, but better writing to give it dramatic effect; not necessarily less gunsmoke, but more convincing occasion for it; not less Wild West atmosphere, but less dependence on exaggerated lingo to attain it; not necessarily new plot situations, but more emphasis on the human nature

involved in them; not less Old West, but more accurate regional-historical background for it; not less rip-snort, but more human heart-sweat to go with it; not less thrill of adventure, but a closer tie-in with everyday frontier living; not necessarily an absolute authenticity, but at least an awareness of the Old West as a place and period inhabited by people, not puppets—all of which adds up to a somewhat more adult story, which still should not be adult enough to wean youthful readers away from an established Western story tradition.

Possibly the greatest change of all in the Western field is in the markets. I can remember when prospering Western pulp magazines were so numerous that a competent fictioneer could find ready acceptance for a dozen short stories and novelties a month—if he could write that many. How come it ain't thataway no more? You've noticed those colorful and ubiquitous "pocket books," haven't you? Wal, ol' podner, the Westerns went thataway!

The tremendous popularity of these low-priced, book-length little fellers seems to have crowded all pulp weeklies and a big block of the monthlies off the newsstands, not to mention what they have done to hard cover books.

As I see it, this means the profitable market for short length pulp Westerns has considerably diminished, while possible profits for book lengths have considerably increased. I believe the professional vigor of our comparatively new Western Writers of America organization may well increase them still more.

Some editors buy stories of the modern West, but the fabulous Old West still rules the roost. Any writer's best sources of information are *Author* and *Journalist* listings and the nearest newsstand—or a good agent. Including the love story Westerns, about 30 pulp Westerns still buy manuscripts—but some of them are only quarterlies. Most of the so-called "man magazines" use some Western material, and half a dozen more general "slicks," topped by the *Saturday Evening Post*, buy competently written Westerns, with adequate plot, dramatic rather than melodramatic action and motivation, and above all, *interesting people* in them.

The beginner's best opening wedge is still the short story, usually 5,000 words or less, and the best way to judge Western markets is to read and study the stories editors have already paid money for.

Which, as the old cowman said when a government bureaucrat advised him to "keep at least half of his steer herd for breeding purposes," brings us to the matter of sex. When an editor speaks of stories being "more realistic," that's usually what he is talking about. Rightly or wrongly, my opinion is that while the "new approach" undeniably permits a franker handling of the so-called "facts of life," there is no indication that the deliberately sexy Western is now or is likely soon to become the most popular type.

But there is also another angle to this business of sex. To the best of my knowledge, no book publisher, hard-back or soft, will publish a straight Western novel (as distinguished from a "literary novel" with a Western setting) under a byline which betrays authorship by a female. Some West-

ern novels by women are published, but only under what one of my old cowboy friends calls "fictitious" names, or initials that will pass them off as men. It is also true that most book publishers seem to prefer Westerns, with or without love interest, that are written strictly from the man's viewpoint. The idea seems to be that only men read Westerns.

THIS seems a little odd to me. The one pulp Western magazine that has continued on the newsstands without a break for 30 years, never changing title or basic policy, showing a profit every year of its existence, even during depression years, is that still popular "woman-Western," *Ranch Romances*. All its fiction is Western love stories, and many of its featured writers are women, usually writing from the feminine viewpoint and openly using their own bylines! Such perennial popularity would seem to indicate that "woman-Westerns" in the books might not lack for readers, either.

But as of now, the Western fiction field for women writers lies chiefly in the seven or eight Western-love pulps, and in slick paper magazines not published specifically for male readers. They may sell elsewhere under a male pseudonym. It is a considerable field at that, with somewhat varying requirements, as the *Author* and *Journalist* lists will show. *Ranch Romances*, for instance, will use *Western stories* with a love interest, while most of the others stick pretty close to *love stories* in a Western situation. There is a difference.

If you are a neophyte with ambition and a new typewriter, by now you are probably wondering when the man is ever going to get around to telling you *how to write Western stories*. There is no cake-recipe for writing stories, Western or otherwise, but maybe a few suggestions will help:

Keep shorts 5,000 words or under if possible. In novelettes, novels, and serials, stick to the wordage specified by the magazine to which you hope to sell. In short stories, keep principal character or characters down to four or five, but make them *people*. Present lead character or characters in a situation of conflict or story problem not later than Page 2, preferably in action or conversation, but don't start shooting until there's something to shoot about!

What is action? A cowboy lopes into town, anchors his horse at a hitch rail and strolls into a drugstore to buy a stick of gum. That (probably) is mere movement. A cowboy lopes into town, steps off without bothering to hitch his horse, hurries into the courthouse to look for the sheriff, only to find that the ol' booger has been murdered sometime last night. That (probably) is action.

Four increasingly dramatic scenes are plenty for a short story. The general pattern tallies with "One for the money, two for the show, three to make ready, and four to GO!"—which is your climax. But even fewer will do.

Plots? You'll be hard put to find a basic plot that has not been used. Try anyhow. If you can't, a fresh twist or appealing character work can often put the old ones across again. Try a new angle on these samples:

Violent disagreement between neighbors over something that should not matter. Hero, caught

in the middle, figuratively bumps their heads together—at great risk to himself—and brings them to their senses.

Or this, for a love Western: Ranch gal, fed up with cow and hoss, longs for glamour, which she seems to find in a job and a smooth-curried dude suitor in Kansas City. Then the cowboy she has quarreled with over the desirability of ranch life comes to town with cattle. You figure out what happens.

My plots won't do for you, anyway. You must conceive your own in order to write them with feeling.

Long stories will require more planning but less word squeezing. If wordiness is your weakness, go ahead and write the first draft with a loose rein, let it cool a few days, then go back and tear hell out of it.

I have never written book lengths (to my

financial sorrow) for the simple reason that I like better to write shorts. But I know long writers who plot every scene and assign it its wordage before starting to write. Others start with a general situation of conflict, throw assorted characters into it and follow them up the trail to a climax. Still others start with little more than characters.

Read Westerns. Read a whole damn lot of Westerns. Study how the writer does it, then do it yourself—only different and better. If this shotgun advice doesn't seem to make sense, remember that most of the time neither do stories. They aren't even supposed to. They're supposed to make *feeling*.

I wish all Western writers, whether yearling or swayback, *sueerte y cartuchos!* That means "luck and cartridges"—only please don't shoot any editors with 'em!

So You Think You're Serious. Friend Poet

By BURNHAM EATON

THE young usher who stammered, "May I sew you to a sheet?" probably had no intention of being funny. He was trying too hard to be serious. Often, pathetically, this kind of humor is the most laughable.

How many poems have sewn themselves to a sheet—a winding-sheet of oblivion—from that same motive of grim but confused seriousness! The working versifier who is fortunate enough to have a friend or, better still, a friendly group, with willing ears and quick wits, may be saved the embarrassment of getting an unsought laugh from a wider audience. Members of a congenial "workshop" group can think and laugh together very profitably as long as the listeners are outspoken and the reader-writer has learned to be objective.

There is no place for touchiness in such a group. The writer who reads for "criticism" and spells it p-r-a-i-s-e may as well keep to his ivory tower. But he will never have a down-to-earth perspective; he can write as funny as he wishes, and will never know the difference unless his published work—probably in a no-pay magazine—confronts him later on the cool and irrevocable page.

Nancy Byrd Turner, who has published many bright, laughing lyrics, intentionally humorous, as well as forceful serious poetry, once said, "It's important to have a sense of humor, not only for what to put into your writing, but mostly so you will know what to leave out."

Some of my own verses have been saved from a fate worse than death through the kindly ridicule of good friends. I read them a poem on which I had been working—a rather gloomy one, I suppose—which represented the comforting force of music in loneliness or sorrow. Two of its lines went thus:

And low where the heart is leaded
The pain and song are wedded.

That moment of uncertain silence followed, when the writer hopes his poem is too good for

any comment, and the listeners are trying to think of some redeeming word. I asked about the title. Was it right? Should I change it?

"Well," answered one, "I would call it 'Leaded Panes.'"

The above-quoted verses—need I say?—never saw the light of print, but the rewritten poem appeared in a good magazine.

Another line which I am sure will never progress farther than the first-draft stage is part of a sonnet still in the process of writing. The sonneteer submitted it for criticism in the poetry group of a club for writers. It concerned "small, fury creatures" hungry and in danger. The line went:

They whisk and dodge through many a mighty clutch.

This was a puzzling line, heavy without transmitting any valuable weight to the scene described. We discussed *clutch* at some length. Just what did it mean? And why *clutch*? The whole question was neatly sidestepped by someone's remark:

"I should say the clutch was on the Dodge!"

Doubtless that clutch is disengaged permanently and without injury to anyone, even the author.

A poem in philosophic vein appeared in a local newspaper, and I wondered how many uninvited smiles were provoked by the ending. The poem progressed in an orderly manner, dealing with the variety in daily living—some smiles, some tears, some work—and ending with what might be termed the punch line:

Some fun!

Poetry, like life, can be some fun. But, also as in life, it pays a person to know what he is after. If he is working for a serious effect in a poem, nothing will destroy it so quickly as a misplaced absurdity.

It's up to the poet and his keen but kind friends to furnish the answer before the question ever arises: Are you laughing at me or with me?

Beginner or Professional—

You Can Write the How-To Article

By ALBERT ROLAND

YOU needn't invent a better mousetrap to make money writing the how-to-do-it article.

This genre of magazine writing—which only recently has mushroomed into a major market—asks for no flights of fancy, no highly technical knowledge, no colorful style. What it requires of the writer is a knack for recognizing story possibilities, and clear, workmanlike writing. Because its purpose is to show people how to do things—around home, in the hobby workshop, in the garden. Its emphasis is on service to the reader, its approach one of practical common sense.

Whether you're already a professional in another field, or you're now trying to break into the magazine world—writing the how-to article will ask of you a certain adjustment. There are "do's" and "don'ts" in this field as in all others; and here, too, it takes some steady work to learn the ropes and get going.

On the other hand, the rewards are generous. Even a minor how-to piece will usually bring you a check between \$50 and \$100 from one of the better home service magazines. And you can get up to \$200 and \$300 if you have a really good story. Payment, of course, depends mainly on the scope of the article, on how finished a job it is, on the number and quality of illustrations. Though you may not hit the jackpot, once you're started you can count on a pretty nice income.

A big advantage for the beginner is that in the how-to field bylines carry little weight; if you've something good to offer, it doesn't matter much to a magazine editor whether you've published one article, a hundred, or none. But don't do like that well-meaning soul (a professional freelance, by the way) who wanted to sell to the home service magazine for which I work. He could handle most how-to subjects, he stated, would I please tell him what he should write about? Why not go all the way and say he had a typewriter I could write an article with—but wouldn't I please use his byline and let him cash the check?

Editors, as a rule, are quite human. Help them do business with you by offering something they can buy (not just good intentions), something that fits the editorial needs of their magazine.

To do this, you must study your market. That's a much-banged-about phrase, but still the first

commandment of article writing. Because one magazine's meat is oftener than not another magazine's poison. It would be just as useless to send, say, "How to Fix Fender Dents" to *House Beautiful* as it would be to try on *Household* a story about the couple who with their bare hands (and Dad's \$15,000) built a l-o-v-e-ly seaside cabin in Acapulco.

Usually, the how-to-do-it begins with an idea. It may be something as simple as a new, time-saving way to get your car bright and shiny. Or a fairly elaborate woodworking project. Or you may notice your wife has a shortcut to easier, faster housecleaning. The number of fields in which how-to stories can be written is nearly numberless: from home building, repairs, home-making, and furniture building, to quite specialized mechanical articles such as you often find in *Popular Mechanics*.

Once you've settled on a story idea, your next step is to decide which are the most likely markets for it. You've got to consider the kind of audience your article would appeal to, and whether a given magazine covers the field you're working in.

Consider, too, the possibility of using your idea more than once. Not, of course, by selling it to competing magazines, but by giving it a new slant for a different kind of publication. Let's say you have a story on how to build a cabinet, using a certain kind of material. You can sell it to a home service magazine, then rewrite it for the house organ of a company that manufactures that material. The second check may not be too fat, but still worth your trying for it.

Also, look into the newspaper field. Speaking of the how-to boom, a story in *Tide* magazine reported awhile back that "the average U. S. daily publishes four full pages of editorial matter entirely devoted to home building and planning per month." While much of the how-to editorial in newspapers is syndicated, these are still a pretty good market for the beginner.

You now have your how-to story idea, and you've narrowed down your list of possible markets to a few publications. It's time you query the editors to see if they're tentatively interested in seeing your piece. Make your letter or outline short, but be sure it explains adequately what your article is about. If the finished manuscript will be illustrated, it's a good idea to send along with your query a representative shot or drawing. For a picture-story, your best bet is probably a "shooting script," describing the pictures you intend to submit.

At times—and this is especially true of small-space features—the how-to story cannot be adequately summarized in a letter or outline, and you'll want to go ahead and send the finished manuscript (with illustrations, if any). When that is the case, send a brief accompanying letter.

Born in Italy, Albert Roland attended the Universities of Rome and Turin and then took a master's degree from the University of Kansas. He published his first book at the age of 17. He has contributed to many publications as a freelance and roving correspondent. Now he is on the staff of *Household*, handling handyman and building material.

You won't probably influence the editor's decision in any way, but if he returns your article it's more likely that he will enclose a few words explaining the rejection. This may give you a clue that will help you make a sale the next time you submit.

Well, by now you should have heard from the editor you queried. It may have taken two, or perhaps seven or eight tries—but you finally found a magazine that is interested in seeing your story, on speculation. Time to sit down and write? Not quite yet. Check carefully a few issues of the magazine to see how subjects similar to yours have been handled. How much space was given them? Were pictures used? How many? What seems to be the favorite writing style?

When you're pretty sure you know how the editor would like to have your story written (he may have given you some specifications: stick by them)—get that typewriter out. Don't worry about deathless prose, but remember:

1. Give all the essential information. People must be able to do it after you've told them how.
2. Keep your story short. Don't clutter it with irrelevant comments and unnecessary detours.
3. Be clear. You know how it's done: give the readers a good chance to know it, too.
4. Stress the good features of whatever you're writing about, but don't indulge in lyricism nor (except very special cases) in extensive glamour.
5. Make your point and stop.

You wonder which is a good lead for a how-to story? One that tells what your article is about, pointing out the advantages of the project. One that fits the story: short and compact if it's a short feature, more comprehensive—but never "padded"—if it opens a major article. Let's say you have 200-250 words, plus two legends under detail sketches, to explain how to build a budget-wise coffee table. (This is no mere hypothesis, either; it's something I had to do myself not very long ago.) Obviously, you don't start out with:

"Modern living has changed the basic concepts of home furnishings, introducing a relaxed, informal feeling. Low, comfortable living-room sofas and chairs have supplanted the stiff-backed furniture of yesterday's parlor. And the coffee table has come into its own—an omnipresent, handy repository for ashtrays, coffee cups, books, magazines, and Dad's feet after a hard day. Does anyone want a really smart-looking coffee table, one that won't be hard on the family budget yet fit right into a modern living room? Here is an easy and economical way to build it in any home workshop—with a few tools, cheap, readily available materials, and no call for special skills!"

ALL this is fine, but rather marginal, and it would have used up nearly half of the space I had to work in, making the story top-heavy. See what radical blue-pencil does for it:

"Want a smart-looking coffee table? Here's an easy, economical way to build it—and no call for special skills!"

What need be said is included in these crisp, direct sentences. The rest of the story tells how to build the coffee table—which is, after all, the subject of the article. Notice also how, by using

the "you" instead of an impersonal approach the lead really speaks to *you*, asks you if you want a coffee table (a smart-looking one), promises you that by following the writer's instructions you'll be able to build it without hard work, expensive materials and tools, expert carpentry. No beautiful prose, granted, but it does the job effectively—and that's all you have to worry about.

If you're writing a major feature, you'll want your lead to go into greater detail, tell more about the advantages of your project, inject perhaps a human-interest touch through first-person, we-did-it-ourselves narration. But, whatever the story gimmick you use, never let words run away with you; the lead is merely the door, don't make it bigger than the house.

IN many cases, pictures are essential to the how-to story. With some magazines, and with some subjects, you may do better by using drawings. In either case, professional quality is pretty much a *must*. At times, of course, straight text is quite adequate.

If you plan to use pictures, don't drag down from the attic the box camera Dad took pictures of Mom with, when he was a kid. It won't do. That is perhaps one of the most common faults of how-to writers: sending in photographs which just aren't good enough. If you don't have now the necessary equipment or skill, you can probably work out some arrangement with a photographer. It's worth it, because most magazines insist on top-quality illustrations—and amateur shots can ruin your story's chances to sell.

Give a lot of thought to this business of picture taking. Show the essential, making sure the picture *tells*, doesn't blabber. Pay attention to the background, don't have it cluttered with irrelevant objects. See that there isn't a lighted cigarette near a can of paint, or someone hitting a chisel with a hammer instead of a mallet (I received such a picture, not long ago, with a story by a professional freelance). If you feel you aren't well enough acquainted with the many "do's" and "don'ts" of a certain kind of a job, check with someone who is—a professional carpenter or painter will probably be glad to wise up a greenhorn. When the story is of the picture-and-legend type, get all the important steps and keep in mind the need for visual as well as logical continuity.

What kinds of periodicals use how-to stories? The home service magazines are, of course, your best market, but by no means the only one. Most women's service magazines, including the various grocery books, carry a good deal of how-to editorial, too; their range of subjects, however, is more limited, and stories usually require a woman-interest slant. Newspapers (especially Sunday supplements) are another possibility.

Craft, hobby, and the "mechanics" magazines are a somewhat specialized market. This is even more so with the business journals of the various industries and with house organs—but you may from time to time come up with a story that's made to order for one of them. Also, as suggested before, since they're not in competition with consumer publications, you can possibly cash in on your idea twice.

The Midyear Outlook for Writers

If you're a writer of fiction or fact for general magazines, the final half of 1954 should afford you comparable market opportunities to the first half, according to the consensus of editors.

Advertising volume was a little higher in the first six months of 1954 than in the corresponding months of 1953, and there is every probability that the trend will continue. In any magazine depending largely on advertising revenue, the amount of editorial matter rises or falls in accordance with the advertising space sold. Hence the coming months promise use of at least as much material from writers as heretofore—possibly a little more.

On the other hand, newsstand sales of most magazines are down somewhat. This likewise affects the writer's situation. For, when newsstand sales start declining, the editors of a magazine try to put them on the upgrade again.

The best way, editors have found, is to feature on the cover material that will command instantaneous attention. Right now, accordingly, editors are searching for top stuff important enough or sensational enough to stop the newsstand frequenter and make him buy the magazine.

Usually this means special articles. Announcement of fiction, unless by a world-famous author, won't make a magazine sell.

If you have a big fact story, now is a fine time to capitalize on it. Of course editors will continue to buy the general run of good articles and fiction, but they have more to choose from. They don't get many queries on stuff that will attract nationwide attention.

All this applies especially to the mass-circulation general magazines, to a less extent to the women's and home service magazines though many of these are definitely on the lookout for cover features.

The number of markets for manuscripts has declined somewhat in the past six months. This is a healthy sign according to people in the know about publishing. The remaining publications will be stronger and offer a better opportunity to writers.

No big general magazine has dropped out of the picture. Three publications in the women's and home service field have: *Holland's* (Southern regional); *Today's Woman* (the Fawcett's big mass circulation book for young homemakers); the *Woman* (primarily a digest magazine).

Among the constantly fluctuating men's magazines several have been discontinued. Two new titles have entered the field—*Modern Man* and *Sportsman*.

In the thriving confession group, there are new entrants—*Romance Confessions*, *Intimate Love Stories*, *Teen Age Confessions*.

The science fiction group is smaller than it was a few months ago. At least one of the stronger members of the group has discontinued temporarily. A number of science fiction publications folded after one or two issues; most of these were

never listed in *Author & Journalist* because of doubt as to their permanence.

The greatest mortality has been among the Westerns. About a fourth of the Westerns have dropped out of the picture, at least temporarily, and only one new magazine, *Action-Packed Western*, has come in.

The biggest news in the sports field is the new weekly of Time, Inc., *Sports Illustrated*. It will pay rates in line with those of mass circulation general magazines. Detailed data about it appear on Pages 4 and 6.

Most of the other sports magazines are buying comparatively little.

As for types of material most popular in the various groups of magazines, the picture is not changing materially.

In fiction there is a continuing demand for mystery stories, especially serials and one-shots (usually 10,000-20,000 words). More Western fiction is being used in general magazines, compensating somewhat for the smaller pulp market in this field.

There is still a big market for short stories of young married life dealing with everyday problems in an entertaining, but not flippant way. The love story is in demand—but must have something fresh to set it apart from typical fiction in this field.

The most striking development is the growing market for the first-class science fiction story. While the number of science fiction magazines has declined, the remaining ones find a dearth of good manuscripts. A veteran editor writes *Author & Journalist* that less than one in 1,000 science fiction stories coming to him is even competent, let alone outstanding.

General magazines are in the market for science fiction provided they can get good stuff. The writer qualified to do a good job with science fiction will find less competition than in almost any other field.

ARTICLE writing continues to be a less competitive field than fiction writing. Editors of general magazines report that they receive far fewer good articles than good stories—but publish more fact than fiction.

The heaviest demand in fact writing is for the theme of personal achievement—how an individual solved a big problem. The preference is for the same sort of drama found in fiction. An increasing number of such stories are in the first person, nearly always ghosted.

For poets the situation has not changed much. The demand for serious poetry is confined largely to the university quarterlies and other literary magazines.

The market for good light verse is increasing though still limited. Prices are rising too. Editors express discouragement, however, over the quality of verse they receive—imperfect in technique and lacking freshness of theme and approach. The skillful writer who can hit the current taste in verse has a better opportunity than ever to sell.

YOUR GUIDE TO SUCCESSFUL SELLING

THE HANDY MARKET LIST

THE Handy Market List, revised to the hour of going to press, offers a comprehensive list of magazines affording a market to freelancers in general.

The writer should now use this list in preference to any published earlier. Numerous new publications are listed. Discontinued magazines have been dropped. Each listing has been brought up to date on the basis of the latest information.

General Magazines in the list are divided into two groups, A and B. Those in Group A offer a better market to the typical freelance writer. The magazines in Group B tend to be more specialized and to purchase less material.

General Magazines—A

America, 329 W. 108th St., New York. (W-15) Articles on current social and political interests, rural problems, with some emphasis on moral principles, 1,000-2,000; short modern verse. Rev. R. C. Hartnett, S.J. 2c. Acc.

American Legion Magazine, 580 Fifth Ave., New York 36. (M) Out of market for fiction, Query on articles. Good light verse—4, 8, or 12 lines. Anecdotes. Joseph C. Keeley. Address verse and anecdotes to Parting Shots Editor. High rates, verse \$2.50 a line. Acc.

The American Magazine, 640 Fifth Ave., New York 19. (M-25) Short stories 3,000-5,000; complete novelettes, 20,000; short shorts, vignettes. Articles usually arranged for First-class rates. Acc.

The American Mercury, 11 E. 36th St., New York 16. (M-35) Lively articles on life in the United States, past and present. Intelligent regional articles. No fiction. No verse. Query with outline. Articles \$35-\$200. Acc.

American Weekly, 63 Vesey St., New York 7. Sunday magazine distributed with Hearst and other newspapers. Features with photos, best lengths 900 and 1,500. Uses only non-fiction. Charles Robbins. Excellent rates. Acc.

The Atlantic Monthly, 8 Arlington St., Boston 16, Mass. (M-50) Short stories 1,500-5,000; serials about 40,000. Essays 1,500-3,500. Articles 1,500-6,000: short humorous articles, longer articles on art, music, literary criticism, current affairs, biography, finance, business. Serious and light poetry. Edward Weeks. Prose, varying rates; verse \$1 a line. Acc.

Brief Magazine, 270 Park Ave., New York 17. (Bi-M-25) Articles to 2,500—crime, exposés, war and adventure stories. Photos. Don Merrin. \$150-\$200 an article; \$100 for 4- or 5-page photo spread. Acc.

Buick Magazine, 818 W. Hancock Ave., Detroit 1, Mich. (M-free) Articles on people, places, and events of interest to tourists; all forms of outdoor recreation, handicrafts—500-600 with 3-4 good photos. At least one article in each issue to appeal especially to women. Picture stories with human interest. Acc. Supplementary rights released.

Challenge, The Magazine of Economic Affairs, 32 Broadway, New York 4. (M-20) Articles 1,100-2,200 on activities and issues in (1) economics and economic topics, (2) social problems, politics, and science—of personal, local, regional, national, or international focus, but in all instances always of economic significance. Seeks objective, concise, sprightly journalistic treatment with close attention to fundamentals of economic issues. Haig Babian. 4c up. Acc. Query.

A name in parentheses immediately following the name of a publication—as (Thrilling)—indicates the chain or group, if any, to which the magazine belongs. In most instances the frequency and single copy price of the publication are shown; as (M-25), monthly, 25 cents. *Acc.* means payment on acceptance; *Pub.*, payment on publication. *Schedule*, a term used by Columbia Publications, means that payment is made when the MS. is scheduled for publication. Rates given are per word or per manuscript.

If a magazine is not listed in the Handy Market List, consult the various lists published in *Author & Journalist* from month to month.

Collier's, 640 Fifth Ave., New York 19. (Bi-W-15) Short-shorts, short stories, serials, novelettes. Articles of general interest. Light verse. Cartoons. Some fillers. Photos occasionally. Roger Dakin, Editor; Fiction Editor, Mrs. Eleanor Stierheim Rawson. Top rates. Acc.

Columbia, P. O. Drawer 1670, New Haven, Conn. (M-10) Short stories 2,500-4,000. Articles on science, history, religion, sport; articles of general current interest or special Catholic interest. Query on articles. Short verse. Photos only with articles. John Donahue. \$75-\$100 a story or article, \$10-\$15 a poem. Acc.

Commentary, 34 W. 33rd St., New York 1. (M-50) Political, economic, sociological, religious. Short stories, 2,500-4,000. Verse any length. Elliot E. Cohen. 3c. Acc.

The Commonwealth, 386 Fourth Ave., New York 16. (W-15) Edited by Catholic laymen. Timely articles on literature, art, public affairs, to 2,500. Edw. S. Skillin. 2c. Acc.

Confidential, 1697 Broadway, New York 19. (Bi-M-25) Fact stories to 2,000—off-the-record stuff—with photos. John Ryan. Good rates. Acc.

Coronet, 488 Madison Ave., New York 22. (M-25) Uses factual anecdote-packed articles under 3,000; photos; fillers; one-pagers; humorous anecdotes. No fiction or poetry. Fritz Bamberger. Good rates. Acc. Fillers, Pub.

Cosmopolitan Magazine, 57th St., at Eighth Ave., New York 19. (M-35) Short-shorts 2,000-2,500; short stories 5,000; murder mystery or suspense novelettes 20,000. Articles: personality, thought-provoking, current affairs, psychological, medical. Photos. No verse. No cartoons. John J. O'Connell. Top rates. Acc. Query.

Dodge News Magazine, Prince & Co., 5435 W. Fort St., Detroit, Mich. Articles not only on travel but personalities, science, fashion, etc. Shorts around 350. Always on the lookout for good color and black and white illustrated feature stories. G. M. Williams. Top rates for pictorial photos. Acc.

Ebony, 1820 S. Michigan Ave., Chicago 16. (M-30) No fiction. Provocative non-fiction on Negro life, preferably success and achievement stories. Photographs. \$75-\$100 an article; \$75 a story unit of at least 10 pictures. Acc.

Extension, 1307 S. Wabash Ave., Chicago 5. (M-30) Short stories, 2,000-6,000; romance, adventure, detective, humorous; six-installment serials, 5,000 an installment; short shorts; articles; cartoons. Eileen O'Hayer. Good rates. Acc.

Eye Magazine, 270 Park Ave., New York 17. (M-25) Articles to 2,500—crime, exposés, adventure stories. Photos. Dan Merrin. \$150 an article; \$100 for 4- or 5-page photo spread. Acc.

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Faith Today, 63 Park St., New Canaan, Conn. (Bi-M-35) Strong, timely articles to 3,000, preferably shorter; condensations of novels; fillers; humor; verse of high quality. A religious magazine edited on a broad base. Peter Funk. To \$200 an article, to \$15 a poem. Query on prose.

Field & Stream, 383 Madison Ave., N. Y. 17. (M-25) Illustrated camping, fishing, hunting articles, 1,500-3,000. Hugh Grey. 5c up. Acc.

Focus, 270 Park Ave., New York 17. (M-10) Articles—personalities, exposés, crime, entertainment, 200-1,500. Special need: true local human interest stories with a twist. Fillers. Photos. Cartoons rarely. James A. Bryans. 10c. Acc. Query.

Ford Times, Ford Motor Co., 3000 Schaefer Rd., Dearborn, Mich. (M) Well-illustrated travel, place, sport, or other articles, 1,200-1,500; brief picture stories with or without Ford angle. 10c. Acc.

Harper's Magazine, 49 E. 33rd St., New York 16. (M-50) Timely articles for intelligent readers; short stories; humor; fillers; verse. John Fischer. Good rates. Acc.

Holiday, Independence Square, Philadelphia 5, Pa. (M-50) Quality articles, well-illustrated, on places and people in sections of United States and foreign countries, 1,500-5,000. Ted Patrick. First-class rates. Acc.

Hometown: The Rexall Magazine, 8480 Beverly Blvd., Los Angeles 46. (M-free) Fiction of general interest, with strong characterization, plots, and story interest, to 3,200. No trick endings. No articles at present. Sam R. Zaiss. \$75-\$100 a story. Acc.

Hue, 1820 S. Michigan Ave., Chicago 16. (Bi-M-15) Short features on Negro life and activities. Photos. No fiction or verse. John H. Johnson. Rates according to importance of material; photos \$5-\$10. Acc.

Jet, 1820 S. Michigan Ave., Chicago 16. (W-15) News items and short features on Negro life and activities. Photographs. John H. Johnson. Good rates, varying with length and importance of story; pictures \$5-\$10. Acc.

Journal of Living, 6 East 45th St., New York 17, N. Y. (M-25) Inspirational, philosophic, and practical advice articles on longevity, nutrition, health, marriage, personal problems of interest to mature men and women. Leonard M. Leonard, Editor; Frances Goodnight, Feature Editor. Excellent rates. Acc.

Jubilee, 377 Fourth Ave., New York 16. (M-35) A national pictorial monthly of Catholic life, edited by laymen. Not in market for text pieces. Picture stories only, at \$5 a picture. No queries. Edward Rice, Robert Lax, Robert Reynolds, Senior Editors.

The Kiwanis Magazine, 520 N. Michigan Ave., Chicago. (M) Articles on national and community problems up to 2,000. Some very short fiction for business and professional men. Picture stories—emphasis on natural, unposed photos. Charles W. Keyser. \$25-\$100, depending on quality and current needs.

The Lamp, Franciscan Friars of the Atonement, Peekskill, N. Y. (M) Fiction of quality to 2,500; non-fiction of interest to Roman Catholics. Rev. Samuel A. Cummings. Good rates. Acc.

Liberty, 620 Cathcart St., Birks Bldg., Montreal, Canada. Fiction: short shorts, 800-1,500 words; short stories, 2,000-3,000 words. Articles or well-known political, entertainment, art, literary, etc., personalities. Must be fact-filled, most objectively treated. Interested also in strong, provocative well-documented general articles. At the moment, well supplied with health and self-improvement copy. A letter or outline suggested. Keith A. Knowlton. Fiction to \$350, articles \$75 up. Acc.

Life, Time and Life Bldg., New York 20. (W-20) Photos of national and world news events, human-interest picture series. Freelance market small. Good rates. Acc.

Lifetime Living, 22 E. 38th St., New York 16. (M-25) Personal experience articles on retirement planning, retirement living, second career, health, recreation, sports, and all phases of after-40 living. Car-

toons. Photos. Martin Gumpert. Varying rates. Acc. Query.

Lincoln-Mercury Times, Ford Motor Co., 3000 Schaefer St., Dearborn, Mich. Travel articles, U. S. or foreign, to 2,000. Black and white photos; transparencies. William D. Kennedy. Excellent rates. Acc.

The Lion, 332 S. Michigan Ave., Chicago 4. (M-15) The publication of the Lions Clubs. General interest articles appealing to business and professional men. Cartoons. Photographs. R. Roy Keaton. Query.

Look, 448 Madison Ave., New York 22. (Bi-M-15) Articles and pictures of broad general interest, particularly about people and their problems. No fiction. William Houseman, Articles Editor. Good rates. Acc.

Maclean's, 481 University Ave., Toronto 2, Canada. (Semi-M-15) Short stories with varied themes, masculine and feminine appeal, but preferably Canadian background, to 6,000. Articles on science, business, crime, politics, international affairs, health, entertainment, etc., 3,000-5,000. Strong women's interest features with Canadian slant and some male appeal. Humor, 50 to 5,000. Quizzes, light verse. Canadian subject matter predominant and, in most cases, mandatory. Query on articles. Ralph Allen, Editor; Pierre Berton, Managing Editor. Fiction from \$300; articles from \$250, often higher; verse, \$5-\$15 a poem. Acc.

Mayfair, 481 University Ave., Toronto 2, Canada. (M-25) Articles and photographs on personalities, theater, entertainment, good living, art, architecture, women's and men's fashions, sports, humor. Canadian slant required. Length of contributions 2,000-5,000. No fiction at present. 3c. Acc. U. S. contributors should query because of specialized nature of magazine.

Mechanics Today, 444 Madison Ave., New York 22. (Bi-M-25) How-to articles; hobbies and crafts; electronics; automotive; home maintenance; science features; money-making opportunities. All material should be simple and ingenious. Photos. Cartoons. Varying rates, pictures \$5 up. Acc.

Mechanix Illustrated, 67 W. 44th St., New York 36. (M-20) Feature articles about mechanical and scientific developments, inventions, etc. How-to articles about projects readers can build. Cartoons. Photos. William L. Parker. To \$250 an article, pictures average of \$10. Acc.

National Geographic Magazine, 16th and M Sts., N.W., Washington 6, D. C. (M-60) Official journal National Geographic Society. Articles on travel and geographic subjects up to 7,500; photographs. John Oliver LaGorce. First-class rates. Acc.

The National Jewish Monthly, 1003 K St., N. W., Washington, D. C. (M-15) Short stories, articles, essays, Jewish interest, 1,000-3,000. Edward E. Grusd. 2c-4c. Acc.

National Motorist, 216 Pine St., San Francisco 4, Calif. (Bi-M-25) Articles of 900 and of 1,600 words on anything that would be of interest to the average motorist who lives in California and does most of his motoring on the Pacific Slope. Articles on the car, roads, interesting people and places in the West or in the history of the West, hunting, fishing, outdoor life, animals. Black and white photos for illustration. Jim Donaldson. 3c-5c, phots \$3-\$5. Acc.

Nation's Business, 1615 H Street, N.W., Washington 6, D. C. (M) Service, semi-service, general feature articles of interest to businessmen. No fiction. Fillers from 3 paragraphs to 3 columns. Cartoons. Photos to illustrate articles. A. H. Sypher. Articles \$500 up. Acc. Query.

The New Yorker, 25 W. 43rd St., New York 36. (W-15) Short stories and humor 400 to 4,000; factual and biographical material to 6,000; cartoons, cartoon ideas, light verse. Good rates. Acc.

The New York Times Magazine, Times Square, New York 36. (W) Articles, 1,200-3,000, based on the news, topics relating to economics, politics, international affairs, sports, nature, science, education, the world of fashion and women's interests. Short

articles 400-1,200. Verse. Lester Markel. \$250 for full-length article, verse \$1 a line. Acc.

Pageant, 535 Fifth Ave., New York 17. (M-25) Articles and profiles. Key words are "liveliness" and "timeliness." Harris Shevelson. To \$500. Acc. Query always, for material is on assignment only.

Parade, 405 Lexington Ave., New York 17. (W-Sunday newspaper supplement.) General interest picture stories. Jess Gorkin.

PEN (Public Employees News), P. O. Box 2451, Denver 1, Colo. (M) Articles 500-2,500; fiction 1,-500-2,500; fillers 50-100; verse to 20 lines; cartoons; photos. Material should be of general interest. Donald W. Peterson. 2c-5c, verse 50c a line, photos \$1.50-\$3, cartoons \$5-\$7.50. Acc. No queries, but copy of magazine will be sent on request.

Photo Magazine, 270 Park Ave., New York 17. (M-25) Crime, exposés, 2,500 maximum. Marv Karp. Articles \$150 each; 4- or 5-page photo spread, \$100. Acc.

Popular Mechanics, 200 E. Ontario St., Chicago 11. (M-35) Illustrated articles on scientific, mechanical, industrial discoveries, human interest and adventure elements, 300-1,500; fillers to 250. How-to-do-it articles on craft and shop work, with photographs and rough drawings, and short items about new and easier ways to do everyday tasks. Roderick M. Grant. 1c-10c, photos \$5 up. Acc.

Popular Science Monthly, 353 Fourth Ave., New York 10. (M-25) Features dealing with motor cars, aviation, home building, hobbies, and similar subjects. How-to articles for men with an interest in science and mechanics. Short material for various departments. Photo layouts. Volta Torrey. To 20c. Acc.

Practical Knowledge, 210 S. Clinton St., Chicago 6. (M-10) Practical applied psychology, popular mechanics, self-help, vocational articles, 1,000, all written for men who are ambitious to get ahead; jokes, fillers, news items, photos. V. Peter Ferrara. Approx. 2c, photos \$2-\$3. Acc.

Railroad Magazine, 205 E. 42nd St., New York 17. (M-35) Short railroad or trolley-car feature articles, first-person true tales; human interest photo stories. Overstocked with fiction. No poems, cartoons, or fillers. Freeman H. Hubbard. To 4c. Acc. Query.

The Reader's Digest, Pleasantville, N. Y. (M-25) Digests of published articles; publishes 15 or 20 original articles each month. Amusing anecdotes. Shorts for "Life in These United States." Top rates. Acc.

Redbook, The Magazine for Young Adults, 230 Park Ave., New York 17. (M-35) Short stories, short shorts, serials, complete novels, novelettes, feature articles, romance, domestic problems, emotional slant to men and women. A continuing need for lead articles—important exposés or significant personal documents. The criterion, in either case, is: how useful or exciting or entertaining or inspirational is this article to young adults—the 18-35 age group for which **Redbook** is edited. Wade H. Nichols. First-class rates. Acc.

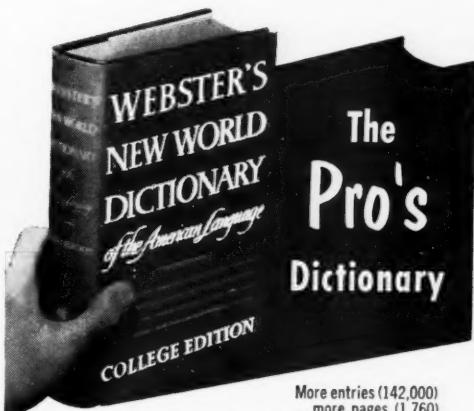
The Reporter, 220 E. 42nd St., New York 17. (B-W-25) Social, economic, political reporting and interpretation, to 3,500. Also cultural comment and criticism. Max Ascoli. 7c up. Acc. or Pub.

The Rotarian, 35 E. Wacker Drive, Chicago 1, (M-25) Authoritative articles on business and industry, social and economic problems, travel sketches, humor, essays, 1,500-2,000. Karl K. Krueger. First-class rates. Acc.

St. Anthony Messenger (Franciscan Fathers), 1615 Republic St., Cincinnati 10, O. (M-25) Catholic family magazine. Human-interest features on prominent Catholic achievements and individuals; articles on current events, especially when having Catholic significance, 2,000-2,500; short stories on modern themes slanted for mature audiences, 2,000-2,500; seasonal stories. Extra payment for photos retained. Occasional poetry on inspirational, religious, romantic,

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humorous, and nature themes. Rev. Victor Drees, O.F.M. 3c up. Acc.

The Saturday Evening Post, Independence Square, Philadelphia 5, Pa. (W-15) Articles on timely topics 1,000-4,000; short stories 4,000-5,000; novelettes 10,000-15,000; serials 25,000-60,000. Lyric and humorous verse. Skits. Cartoons. Non-fiction fillers, to 400. Ben Hibbs. First-class rates. Acc. Query on articles.

Science & Mechanics, 450 E. Ohio St., Chicago 11. (Bi-M-25) Features on new developments in science, industry, home furnishings and appliances, workshop equipment, also on people who have developed successful business from hobbies. How-to articles by specialists in a variety of mechanical fields. Prefers to work strictly on query and assignment basis on full-length articles. Don Dirwidie. Good rates, illustrated Shop and Home Kinks \$7.50 up. Acc.

Science Digest, 200 E. Ontario St., Chicago 11. (M-25) Popular articles on all fields of science to 2,000. G. B. Clementson. 5c. Acc.

Sensation, Medalion Publishing Corporation, 270 Park Ave., New York 17. (M-15) Exposés, profiles, human interest articles. Photos. James A. Bryans. \$50-\$125 an article, pictures \$25-\$125. Acc. Query.

Sports Afield, 959 Eighth Ave., New York 19. (M-25) Some short fiction used, to 3,000 words, related to field sports; picture stories, articles, how-to-do-it features, to 2,500; fillers. Ted Kesting. Payment by arrangement. Acc.

This Week, 420 Lexington Ave., New York 17. (W-magazine section of 34 newspapers). Romance, mystery, adventure, humorous short stories, 1,200-4,000; short articles on popular science, interesting personalities, sports, news subjects making for a better America, 1,500-2,500; interesting shorts, 500-1,000; fillers, cartoons, short animal material; appealing animal photos. William I. Nichols. Good rates. Acc.

Today's Health, American Medical Assn., 535 N. Dearborn St., Chicago 10. Articles on any aspect of physical or emotional health; material to meet normal health interest of well people of all ages from high school on. Especially wants sound material for adolescents and the elderly. Overstocked on verse; will not buy any more for several years. Dr. W. W. Bauer. 2c-5c. Acc.

The Toronto Star Weekly, 80 King St., W., Toronto, Canada (W-10) Feature articles, Canadian appeal articles with news angle to 2,000. Novels 40,000-45,000; serials 10,000-30,000; short stories 3,000-5,000, love-adventure, romantic, Western, mystery, problem, etc.; photos; cartoons; shorter poems. Jeanette F. Finch, Article Editor; Gwen Cowley, Fiction Editor. Varying rates. Acc.

Tracks Magazine, Terminal Tower, Cleveland 1, O. (M-10) Articles on railroad subjects 500-1,500; short, humorous railroad fiction; fillers; jokes; cartoons. Ted O'Meara. 3c. Acc.

Travel, 45 W. 57th St., New York 19. (M-50) What to do and see—with cost worked in—anywhere in the world, 1,000-2,500—2,000 preferred. Photos. Cartoons. Works 3-4 months in advance. Malcolm McTear Davis. 1c-2c. Acc.

Weekend Picture Magazine, 231 St. James St., W., Montreal, Canada. Magazine section of 21 Canadian dailies and the **Standard**. Limited market for short features of Canadian interest. Fillers. Photo features, including color. Fiction for family reading, 2,500-3,000. A. G. Gilbert, Editorial Director; H. V. Shaw, Feature Editor. \$150-\$200. Acc. Query on articles.

Westways, 2601 So. Figueroa St., Los Angeles 54, Calif. (M-20) Articles 300-1,200, photos of outdoors, natural science, history, etc., on California, Arizona, Utah, Nevada, New Mexico, and southern Colorado. Verse. Cartoons. Phil Townsend Hanna. 5c, photos \$5. Acc.

Why, Modern Living Council, 17 E. 45th St., New York 17. Helpful articles based on sound psychology

which offer advice on overcoming personal and family problems. Popular articles on phases of psychology, experiments, tests, etc. General articles on personalities (profiles) and problems, slanted to answer why. Length 2,000-2,500. Fillers. Lawrence C. Goldsmith. 3c. Acc.

You, Skye Publishing Co., Inc., 270 Park Ave., New York 17. (Bi-M-35) Articles to 2,500 on human problems, interests, and relationships with which the reader can feel some identification; adequate documentation must be woven in. Guthrie E. Janssen. 3c. Acc.

Your Health, 270 Park Ave., New York 17. (Q-35) Sound, helpful, readable articles on all phases of physical and mental health. Fillers. Douglas Lurton. Good rates. Acc.

Your Life, Today's Guide to Desirable Living, 270 Park Ave., New York 17. (M-25) Inspirational, helpful articles on living; personality profiles, 1,200-2,500; quizzes; brief games; fillers. Douglas Lurton. First-class rates. Acc.

Your Personality, 270 Park Ave., New York 17. (Semi-A-25) Helpful articles on all phases of personality, 700-2,500. Douglas Lurton. Good rates. Acc.

General Magazines—B

American Forests, 919 17th St., N. W., Washington 6, D. C. (M-50) Articles on trees, forests, soil conservation, land management, water development, outdoor recreation. Profiles and interviews with people who have done interesting things in the renewable natural resources field. Length, 1,000-2,500. Outdoor photos. James B. Craig. 2c. up. Acc.

The American Scholar, United Chapters of Phi Beta Kappa, Williamsburg, Va. (Q-\$1) Articles on subjects of substantial general interest in clear and unpedantic language, 3,000-4,000; poetry. Hiram Haydn. \$5 a printed page, maximum \$50; verse, \$10-\$25. Acc.

Audubon Magazine, National Audubon Society, 1130 Fifth Ave., New York 28. (Bi-M-50) Articles on birds, mammals, plants, insects; wildlife and conservation of region or locality; biographical sketches of living naturalists; how-to-do and personal experience on wildlife projects, 1,500-2,500. Photos, black and white only. John K. Terres. \$15-\$75. Photos \$3 (cover picture \$10). Acc. Query.

Barron's National Business & Financial Weekly, 40 New St., New York 4. (W-35) Financial and economic subjects of direct interest to investors, 800-1,200. John Davenport. \$50-\$125 an article. Pub. Query.

Bronze Thrills, Jive, and Sepia Record, 1220 Harding St., P. O. Box 2257, Fort Worth, Tex. (M-25) Short stories 3,000; serials 9,000. True stories—scandal, exposé, news, entertainment, all with pictures closely keyed to the story. True life stories. Cartoons. Photos. All material in the magazine deals with the Negro race. Mrs. Adelle Jackson. "Open rate." Acc. Query.

Canadian Geographical Journal, 54 Park Ave., Ottawa, Canada. (M-50) Illustrated geographical articles 1,000-2,000. Gordon M. Dallyn. 1c up. Acc.

Car Life, 511 11th St., N. W., Washington 4, D. C. (M-35) General automotive articles carrying consumer appeal. Fillers. Cartoons. Photographs. Good rates, photos \$5-\$7.50. Acc.

Charley Jones Laugh Book Magazine, 438 N. Main St., Wichita 2, Kan. (M-35) Humorous articles, stories, anecdotes to 500 words. Themes deal with domestic situations and events common to and familiar to most readers. Cartoons to \$25, jokes 50c, verse 25c a line, longer material 2c a word. Acc.

The Chicago Jewish Forum, 82 W. Washington St., Chicago 2. (Q-\$1.25) Articles, short stories, 2,000-6,000; poetry, art work, Jewish subjects and minority problems only. Benjamin Weintraub. 1c. Acc.

Chicago Magazine, 17 West Ontario St., Chicago 10. (M-25) Short-shorts 1,000; short stories 4,000-5,000; possibly serials and novelettes. Essays and arti-

cles dealing with Chicago or the Middle West. Very little verse—must be of high quality. Fillers. Sketches, but not cartoons. Numerous photos, especially for picture stories and essays. Maurice English. 5c-10c, verse 50c a line. Pub.

The Christian Science Monitor, 1 Norway St., Boston 15. (D-5) Articles, essays, for editorial and department pages, to 800; forum to 1,200; editorials to 800; poems; jokes, fillers, photos. Erwin D. Canham. 55c an inch. Acc.

Combat Forces Journal, 1529 18th St., N.W., Washington, D.C. Original articles, translations—military subjects. John B. Spore. 2½c-4c. Pub.

Comedy Magazine, 270 Park Ave., New York 17. Light, fast-moving stories, 250-400. Cartoons featuring girls, human interest. Ernest N. Devver. 2c, cartoons \$7.50 up. Acc.

Connecticut Circle, 302 State St., New London, Conn. (M-25) Articles and photos relating to Connecticut, Connecticut history, and Connecticut people. Harry F. Morse. 1c up, photos \$2 up.

Crafts & Hobbies, 30 E. 29th St., New York 16. How-to-do craft articles, illustrated with photos, finished drawings, or rough sketches, 1,500-2,000. Unusual hobbies, 200-300 and one photo. Lassor Blumenthal. 2c, photos \$3. Pub.

The Desert Magazine, Palm Desert, Calif. (M-35) Illustrated features, preferably in first person, from the desert Southwest on travel, nature, mining, archeology, history, recreation, exploration, personalities, homemaking, desert gardening, Indians, semiprecious gem fields; maximum 2,500. Must have the "feel" of the desert country. Photos essential with contemporary material. Randall Henderson. 1½c up, photos \$1-\$3. Acc.

Empire Magazine, Denver Post, 650 15th St., Denver 2, Colo. (W-15, with Sunday **Denver Post**) General

interest features 250-1,500 on personality, outdoors, domestic, authentic history; short-short fiction to 1,000; verse to 20 lines; fillers; photo-features; cartoons. All material should have strong Western peg. Bill Hosokawa. 1½c; photos \$3-\$6. Acc.

Family Herald & Weekly Star, 245 St. James St. W., Montreal, Que., Canada. (W-5) Stories 2,000-4,500, romance, adventure, mystery, etc., for rural family audience. H. Gordon Green. \$70. Acc.

Family Weekly Magazine, 179 N. Michigan Ave., Chicago 1. A Sunday supplement magazine. Largely staff-produced. Not now in the market for material. Ben. Kartman, Editorial Director.

Forbes Magazine (or Business and Finance), 80 Fifth Ave., New York 11. (Semi-M-35) Illustrated articles on companies whose securities are available at the major exchanges. News of companies in same category. Unusual slants on business. Informal casual photos. Byron D. Mack. Articles \$25-\$100. Pub. Query.

Frontiers, 19th St. and Parkway, Philadelphia 3, Pa. (5-times-yr-35) Natural history articles, 1,800-2,000; photos. McCready Huston. Prices by arrangement. Pub. Query.

Good Business, Lee's Summit, Mo. (M-15) Articles 800-1,600 emphasizing Christian principles in business. First-person stories especially desired. Fillers up to 400 words; poems 20 lines or less, on business themes. Photos of industrial subjects with business slant. Clinton E. Bernard. 2c up, poetry 35c a line, photos, \$6. Acc.

Greater Philadelphia Magazine, Architects Bldg., Sansom and 17th Sts., Philadelphia 3, Pa. (M-35) Articles to 1,500 on a variety of subjects dealing with greater Philadelphia area; personality sketches of local persons; photo series. Arthur Lipson. To \$25 an article.

A LITERARY AGENCY GETS STARTED

When I started my Agency I had neither clients nor a fancy office to impress potential clients with, just desk space. Currently I am handling either a book, a juvenile, a story or an article for: Professor Robert Avrett of the University of Tennessee, and a writer of fiction as well as being the author of a text book published by Harper's; Garth Bentley, known editor who wrote two "how-to" books on editing which Harper's published; Stanton A. Coblenz, prominent poet-editor of **Wings**, who also turns out stories and books on science fiction; Edgar Snow, formerly an associate editor of the Sat Eve Post, and the author of several books.

These (and other writers), came in because I had something valuable to offer—a lot of knowledge about writing. Knowing how to pick manuscripts drew the following from Leo Margulies, head of King-size Publications: "I want to congratulate you. You are a rarity among agents. For, even though we are a minor market (because of the limited amount of material we use) you have used discernment in selecting stories to send us for consideration." Earl Fultz, a **Collier's** Fiction Editor, wrote: ". . . I might also suggest that if you ever wanted to drop over here and discuss our needs, I would be most happy to see you."

I talked with Mr. Fultz. I spoke to many other editors in the magazine and book field. What I now need, and need badly, is material I could bring to them. Your article, story or book might not be just right; copy rarely is, but a good agent, being more than just a salesman, spots flaws in a manuscript before the flaws spell rejection. SALES DO NOT COME EASILY can be underscored, though my first agency sale came off with astonishing ease. I handed a short short to William W. Scott. Mr. Scott (whom I was meeting for the first time) had time to read it while I waited. Ten minutes later a first sale was chalked up for client Jim Adams. What clinched it? Having the right material. So keen is the editorial competition, only the right material stands a chance. It is my job to tell you if your work will be in the running; and, if not, why not. Terms? No fees for the writer who has sold more than one story or article to the important magazines, or has had a book published by a major house. For the not yet arrived writer my fees are: a dollar per thousand words, with a minimum of three dollars for any script. Rates on books will vary with the amount of editorial work required, and there should first be an inquiry. Commission on sales is ten percent. All fees end after the second sale. Checks and return postage should accompany each submission. Half fees on resubmissions. Bring or send in copy flat to:

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Grit, Williamsport 3, Pa. (W-10) Odd, strange pictures; brief text; Americanisms and family subjects; personalities and articles of general interest, 300-500; short illustrated articles for women's and children's pages. 2c, photos \$3. Acc.

Jest Magazine, 270 Park Ave., New York 17. Same requirements as for **Comedy Magazine**. Ernest N. Denver.

Joker, 270 Park Ave., New York 17. Same requirements as for **Comedy Magazine**, also short jokes, epigrams, parodies. Ernest N. Denver.

Leatherneck, P. O. Box 1918, Washington 13, D.C. (M-25) Fiction, humor, articles, to 3,000. Must have strong Marine slant. Shorts to 1,500. Colonel Donald L. Dickson, USMC. To \$150. Acc.

Magazine Digest, 500 Fifth Ave., New York 36. (M-25) Reprints of general interest 800-1,500. No originals. Edythe Farrell. \$15-\$100 an article. Pub.

The Marine Corps Gazette, Box 106, Marine Corps Schools, Quantico, Va. (M-30) Professional military, Marine Corps, naval, air articles, illustrated, with emphasis on amphibious warfare—1,000-5,000. Major Carl E. Walker, USMC. 3c-6c. Acc.

The Montrealer, 770 St. Antoine St., Montreal, Canada. (M-25) Short-shorts 500-1,000; short stories 1,000-1,500. Essays 750-1,000. Brief verse. Cartoons. Photos only on assignment. Sholto Watt. Varying rates. Pub.

Motor News, 139 Bagley Ave., Detroit 26. (M-25) Outdoor adventure and travel articles. Photos. William J. Trepagnier. \$50-\$100. Acc.

The Nation, 333 Sixth Ave., New York 14. (W-20) Articles on politics, literature, economics to 2,400; poetry. Freda Kirchwey. 2c, poetry 50c a line. Pub.

The National Humane Review, 896 Pennsylvania St., Denver 3, Colo. (M-15) Articles 1,500-2,000 on cruel and inhumane or unusually kind treatment of children or animals; exposés; reforms. Fred Myers. 2c, photos extra. Acc.

Natural History Magazine, 79th St. and Central Park W., New York. (M except July and August-50) Popular articles to 4,000 on natural science, exploration, wildlife; photo series; fillers. Edward M. Weyer, Jr. 3c, photos \$5. Acc.

Nature Magazine, 1214 16th St., Washington, D. C. (10 issues a year—50) Illustrated nature articles 1,000-2,000; fillers with pictures 100 to 400; short verse. R. W. Westwood. 1c to 3c. Acc. Query.

New Mexico Magazine, Santa Fe, N. M. (M-25) Illustrated articles on New Mexico, 1,500. George Fitzpatrick. \$10 to \$15 an article. Pub. Verse, no payment.

New Republic, 1824-26 Jefferson Place, N. W., Washington 6, D. C. (W-20) Articles to 2,000 on current political and social subjects; no fiction or verse. Michael Straight. Payment by arrangement. Query.

Opinion, 17 E. 42nd St., New York 17. (M-25) Articles 2,000; short stories 2,000; verse; fillers; all of Jewish interest. 1c. Pub.

Our Dumb Animals, 180 Longwood Ave., Boston 15, Mass. (M-15) S. P. C. A. organ. Animal articles and stories (not fiction) to 600; photos. W. A. Swallow. ½c, photos \$1 up. Acc.

Our Navy, 1 Hanson Pl., Brooklyn 17, N. Y. (Bi-M-25) Professional type articles on naval subjects, of interest to enlisted personnel 2,000-4,000; action naval short stories; photos; humorous and fact essays with naval slant. Dan Howe. ½c-1c. Pub. No payment for verse.

Paris American Kiosk, 29 rue de Trevise, Paris 9, France. Humor, fiction of slick type, non-argumentative articles and essays appealing to Americans in Europe or interested in Europe. Cartoons. No verse. Martin Fleer. Acc.

People & Places, 3333 N. Racine Ave., Chicago 13. (M-free-controlled) Human interest picture stories on people and places in the United States. Ralph N. Swanson. Two weeks after Acc.

People Today, 535 Fifth Ave., New York 17. (Bi-W-10) Mostly staff-written. Buys occasional picture stories. Alex Hillman. Pub.

Physical Culture, 220 E. 42nd St., New York 17. (Q-25) Limited material for articles to 1,000 on health and physical culture. Advocates drugless healing. Bernarr Macfadden. 2½c. Pub.

Profitable Hobbies, 543 Westport Rd., Kansas City 11, Mo. (M-35) Original how-to-do-it articles built around hobby experience of a specific person who is profiting financially from his hobby, to 3,000; fact items. T. M. O'Leary. 1c, photos \$1-\$5. Pub.

Promenade, 40 E. 49th St., New York 17. (M-distributed to guests of fashionable hotels) Sophisticated short stories to 1,500. Short, top-quality verse. Articles. Clarissa DeVillers. Varying rates. Pub.

Quote, P. O. Box 611, Indianapolis 6, Ind. Original anecdotes to 150 words for use of public speakers. Maxwell Droke. Varying rates according to quality. Pub.

Road and Track, P. O. Box 110, Glendale, Calif. (M-35) Articles to 2,000 on subjects of interest to the automobile enthusiast; emphasis on foreign and sports cars; photos essential. Also humor 500-1,000. I. T. Galanoy. 4c, photos \$4. Pub.

Salesman's Digest, 21 W. Huron St., Chicago 10. (M) Articles dramatizing a selling problem and using a professional salesman as main character; articles about unusual successes in selling; interviews with nationally known sales executives. Light verse about salesmen or selling. Cartoons. Mal Parks, Jr. Rates "in line with the market." Acc. Query.

The Saturday Review, 25 W. 45th St., New York 36, N. Y. (W-20) Literary and general articles of ideas, philosophy, education. Poetry of quality. Cartoons. Photos. Norman Cousins. Articles \$75-\$150, verse 50c a line, pictures \$7.50. Pub. Query.

Seattle Times Sunday Magazine Section, Box 1892, Seattle 11, Wash. (W-15) Features on Pacific Northwest subjects only, 1,200-1,500. Picture layouts for roto section. Chester Gibbon. \$15 for unillustrated article; \$25 with suitable art. Pub.

Short Stories, 200 W. 57th St., New York 19. (M-35) Dorothy McIlwraith. Not buying at present.

Ski Magazine, Hanover, N. H. (Six issues November through March-35) Articles 1,000-1,500 on ski trips, controversial subjects, techniques, resorts, personalities. Humor; fillers about skiing. William T. Eldred. 1c-5c, photos \$1-\$10. Pub.

Southwest Review, Southern Methodist University, Dallas 5, Tex. (Q-75) Quality stories to 3,000. Articles on regional, literary, national, world problems. Poetry. Allen Maxwell. ½c for prose, \$5 a poem. Pub.

Stare, 270 Park Ave., New York 17. (Bi-M-25) Photos—cheesecake, oddities. Exposés. Steve André. Acc.

Sunshine Magazine, The House of Sunshine, Litchfield, Ill. (M-15) Constructive, wholesome short stories to 1,500. Henry F. Henrichs. Rate according to merit. Acc.

Suntime, 239 W. Adams St., Jacksonville 2, Fla. (W-15) No fiction. Articles with Florida flavor 450-1,500. 25c an inch up. Harris Powers. Pub.

Theatre Arts, 130 W. 56th St., New York 19. (M-50) Articles on the theatre and associated arts, 500-2,000. Most material written on assignment. John D. MacArthur. 2c. Pub.

Tic, P. O. Box 350, Albany 1, New York. Articles for dentists on dental or dental related themes, 800-2,400; short-short fiction of the same type, 750 to 1,000; cartoons; photographs and other illustrations, individual or series; humorous verse to 60 lines. To \$75 an article. Acc.

Town & Country, 572 Madison Ave., New York 22. (M-75) Satirical, topical short stories, articles, essays, on unusual subjects, not addressed to a purely feminine public. Small freelance market. Varying rates. Acc.

Trail-R-News, 534 W. Colorado St., Box 1551, Glendale, Calif. (M-10) Travel articles built around trailer coach life, 1,200-2,500. Each must be accompanied by two glossy photos. Stock photos acceptable. Articles must deal specifically with a trip or locality. No generalities wanted. Technical matter by arrangement. Jack Kneass. \$12.50-\$25 an article. Pub. List of requirements available.

Virginia Quarterly Review, 1 West Range, Charlottesville, Va. (Q-\$1) Exceptional literary, scientific, political essays 3,000-7,000; short stories and verse of high standard. Charlotte Kohler. Good rates. Pub.

Whisper, 1697 Broadway, New York 23. (Bi-M-25) Exposé's, accounts of rackets, strange customs, to 900. Nils Larsen. Good rates. Acc.

Yale Review, Box 1729, New Haven 7, Conn. (Q-\$1) Articles on current political, literary, scientific, art subjects 4,000-5,000. Quality short stories. Poetry. Paul Pickrel. Good rates. Pub.

Yankee, Dublin, N. H. (M-25) Articles to 2,000; verse, fillers, cartoons, photos. New England subjects. Richard Merrifield. 1c-2c, verse 25c a line. Pub.

Men's Magazines

Adventure Magazine, 205 E. 42nd St., New York 17. (Bi-M-25) Short stories 2,000-7,000; short-shorts 1,000-1,800; novelettes 10,000-20,000. Articles 2,000-6,000 on adventure, men at work, sports, science, exploration. Fillers 50-1,000. Cartoons. Photos. Alden H. Norton. Fiction \$250 up, non-fiction \$150 up. Acc.

Argosy: The Man's Magazine, 205 E. 42nd St., New York 17. (M-25) "The best available stories for men. Action is important; drama is essential." Short stories to 5,000; novelettes 10,000-15,000. Articles 1,500-5,000—first-person adventure, sports, science, medicine, living. Features. Cartoons. Ken W. Purdy. High rates. Acc.

Bluebook, 230 Park Ave., New York 17. (M-25) Outstanding dramatic fiction of male appeal. Short stories to 6,000; short-shorts 1,000-1,800; novelettes to 15,000; novels to 45,000, or which may be cut to that length. Articles of interest to the family man, to 5,000. Fillers under 600. André Fontaine. High rates. Acc.

Bold (Pocket), 1140 Broadway, New York. (M-15) Short-shorts 700-1,000. Articles—adventure, jobs, entertainment, how-to. Cartoons. Photos. Milton Greenman. 5c. Acc. Query.

Cavalier, 67 West 44th St., New York 18. Short-shorts 1,500-2,000. Articles: adventure, male self-interest, anything of specific male interest. Shorts. Andrew Hecht. Fiction \$200-\$350, full length articles \$200-\$350, short articles \$50-\$75. Acc. Query.

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The Elks Magazine, 50 E. 42nd St., New York 17. (M) National publication of the B. P. O. E. Short stories 3,500-5,000; no fiction of other lengths. Articles—sports, hunting, fishing—and also serious features. Policy is to plan articles and then assign them to national magazine writers. Photos. No verse, fillers, or cartoons. Lee C. Hickey. High rates. Acc. Query.

Esquire, 488 Madison Ave., New York 22. (M-50) Sophisticated unsentimental articles, masculine viewpoint; essays, sketches, short stories, 2,000; cartoons; controversial article; ideas. Frederic A. Birmingham. Pays according to quality and length. Acc.

Forest and Outdoors Magazine, 4795 St. Catherine St., W., Montreal 6, Canada. (M-25) Official publication of the Canadian Forestry Association and the Ontario Federation of Anglers & Hunters. Dramatic articles on hunting, fishing, conservation in Canada; how-to-do-it articles for outdoor men. R. J. Cooke. 1½c-2c. Photos, \$3. Pub; Acc. if author requires.

For Men Only, Canam Publishers Sales Corporation, 655 Madison Ave., New York 22. (Bi-M-25) Short stories 3,000-3,500. Articles—first-person true, rugged, dramatic adventures. Cartoons. Photographs. Noah Sarlat. To \$300, pictures to \$25. Acc. Query.

Male, 655 Madison Ave., New York 22. (M-25) First-person adventure stories of all types; fiction about 3,000-5,000; photo illustrations. Noah Sarlat. To \$500. Acc.

Man's Life, 1790 Broadway, New York 19. (Bi-M-25) Stories to 5,000. Articles to 4,000—crime, adventure, sports, and exposés. Should not be too lurid. Don Phares. Fiction and articles \$150-\$250. Acc.

Man's Magazine, 17 E. 48th St., New York 17. (Bi-M-25) Articles 2,200-4,000. Photos. L. Sanders. Articles \$125 up, photos \$7.50. Acc. Query.

Man to Man, 21 West 26th St., New York 10. (M-25) Fiction and non-fiction to 2,000. Articles include sensational material, true adventure, true experience, medical. W. W. Scott. \$50-\$75. Acc.

Modern Man, 542 N. Dearborn St., Chicago 10. (M-50) Picture and text material 1,500-3,000 on subjects of strong masculine interest, including automobiles, guns, railroading, aviation, boats, adventure. Photos essential with all articles. Cartoons. Norman Sklarewitz. \$75-\$100. Acc. Query.

The National Guardsman, 100 Indiana Ave., N.W., Washington 1, D. C. Stories 750-2,000 with appeal to all-male group, ages 17-35; sports and military articles, 500-3,000; cartoons. Allan G. Crist. 3c. Pub.

Power—Plus, 1841 Broadway, New York 23. (Q-25) Articles 500-1,000 on self-improvement, health, diet, personality, success—directed exclusively to men. Fillers, news to 50 words. Many photos. Cartoons. Joe Bonomo. 2c-3c, pictures \$5-\$10. Pub.

Real, 10 E. 40th St., New York 16. (M-25) Predominantly non-fiction, 3,000-5,000 words. Some fiction, 4,000-6,000 words. Hard-boiled articles on men in action—first-person dramatic experiences; adventure; exposés. Fillers, 900. Photos. Theodore Irwin. \$200-\$500 an article, varying rates on pictures. Acc. Queries or outlines always preferred to finished MSS.

Saga, 205 E. 42nd St., New York 17. (M-25) True adventure stories for men. All subjects. Prefers single-incident action involving solution of physical or mental problem, first or third person. Picture stories. True humor. Photos. Cartoons. Fillers. Ed Fitzgerald. Feature rates \$150-\$500, fillers \$5-\$50. Acc.

Sir!, 21 W. 26th St., New York 10. (M-25) Short stories 1,500-1,800. Short-shorts. Articles on anything of interest to men—metaphysical, weird, exposés. Cartoons. Photos. Adrian B. Lopez. \$50-\$75 an article; pictures \$5-\$7.50. Acc. Query.

Sport Life, 655 Madison Ave., New York 22. (Bi-M-35) Short stories 2,000-4,000. First-person, true, rugged, dramatic, hunting and fishing articles; also photo stories of same type. Cartoons. Animal photos. Noah Sarlat. To \$300, pictures to \$25. Acc. Query.

Sportsman Magazine, 655 Madison Ave., New York 22. (Bi-M-35) Noah Sarlat. Same requirements as **Sport Life**, above.

Stag, 655 Madison Ave., New York 22. (M-25) Chiefly first-person true adventure pieces of all types, 2,000-3,000. Picture stories. Fiction. Noah Sarlat. Up to \$350. Acc.

True, The Man's Magazine, 67 W. 44th St., New York 36. (M-25) Factual stories of interest to men 2,000 up—average 5,000-6,000. Two-column fillers, 500-1,000. One novelette length (20,000) each issue. No fiction. Ken W. Purdy. High rates. Acc.

Women's and Home Service Magazines

American Baby, 180 Riverside Drive, New York 24. (M-25) For expectant mothers and mothers of babies under 1 year old. Articles to 1,000. Special need: articles by doctors. No photos. Beulah France, R.N. ½c. Pub. Acc. on articles by doctors.

American Family, 53 W. Jackson Blvd., Chicago 4. (M-5) Up to 2,000 words on subjects pertaining to homemaking and family life. A very limited amount of short fiction. Emil Jungell. Rates by arrangement. Acc.

The American Home, 444 Madison Ave., New York 22. (M-25) Practical articles pertaining to home, interior decorating, building, gardening, food, home-crafts, 800 to 2,000. Illustrated how-to-make or how-to-do articles on homemaking subjects. Mrs. Jean Austin. Varying rates. Acc.

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Baby Post, 30 East 60th Street, New York 22. (M-25) Authoritative articles, 1,000, on baby care; home features; occasionally a short story of appeal to this field. Some picture stories; verse. Louise Cripps. 2c-5c. Pub.

Baby Talk, 149 Madison Ave., New York 16. Experience articles mother-father-baby, 500-1,000; fillers; verse. Deirdre Carr. 2c-3c. Acc.

Baby Time, 424 Madison Ave., New York 17. (M-25) Articles and stories 500-750 of interest to new and expectant mothers; verse; photos. Lee Robba. \$5 an article. Acc.

Better Homes & Gardens, 1716 Locust St., Des Moines 3, Iowa. (M-25) Practical how-to-do articles on home, family, and garden to appeal to both men and women. (Architectural, home decorating, and gardening articles largely staff-written.) Special Features Department seeks high caliber general articles on practically any subject except politics, sports, and medical "scares." Wants profiles and family stories about important people who are not necessarily celebrities. Photos. Cartoons. Anecdotes and shorts. No fiction, little verse. Hugh Curtis, Editor; James M. Liston, Special Features Editor. Articles to \$1,200. Acc. Anecdotes and shorts, \$5. Pub. Query.

Better Living, 230 Park Ave., New York 17. (M-5) Short-shorts for family reading; stories for children. Articles on personalities and subject matter of interest to women. Buys condensation rights on to-be-published fiction and non-fiction books of home appeal. Barbara Hewson. Good rates. Acc.

Bride's Magazine, 527 Fifth Ave., New York 17. (Q) Articles 100-1,500, covering fashions, furnishings and home decorations, etc., of interest to brides; verse. Helen E. Murphy. Varying rates. Acc.

Canadian Home Journal, 73 Richmond St., W., Toronto, Ont. (M-20) Short stories to 7,000. Acc.

Canadian Homes and Gardens, 481 University Ave., Toronto, Canada. (M-25) Practical how-to-do-it articles on subjects of interest to homemakers; keep in mind Canadian geography and climate. Photos. Varying rates. Acc.

Catholic Home Journal, 220 37th St., Pittsburgh 1, Pa. (M-20) Love or domestic stories 1,800-2,000. Articles on the home, child care, etc., preferably illustrated, 1,800-2,000. Verse about home and children, 12-16 lines. Wanted especially: poems on "Grandmother." Unusual photos of children. Rev. Urban Adelman. 1c up. \$5 a poem. Acc.

Charm, 575 Madison Ave., New York 22. (M-25) Articles and short stories of interest to women who work, 1,500-5,000. Helen Valentine. Varying rates. Acc.

Chatelaine, 481 University Ave., Toronto 2, Canada. (M-20) Fiction: short-shorts to 6,000; occasional novelettes to 15,000; occasional two-parters. Articles to 3,500: "you interest" including medical; first-person on medical, marital, or emotional topics, including lively opinion pieces. Prefers Canadian background if any. Acc.

The Christian Home, 810 Broadway, Nashville, Tenn. (M-20) Articles 1,000-2,000 on family relationships, child guidance; stories 2,500-3,500, of interest to parents of children and teen-agers; verse; photos of family groups. Stories and articles 1½c, verse 25c a line. Acc.

Christian Parent, 1222 Mulberry St., Highland, Ill. (M) Articles and short stories 100-2,000 with Christian home life and Christian child training themes; fillers; cartoons; photos. M. P. Simon. ½c. Acc.

The Country Guide, 290 Vaughn St., Winnipeg, Man., Canada. Short stories, first or second rights, of general appeal to rural readers. Some verse in home department and children's page. How-to-do and how-to-make material for homemakers. Food articles are staff-written. Photos of general and home interest. Cartoons (submit roughs). Miss Amy J. Roe, Fiction and Home Editor. Varying rates for prose and verse, photos \$2.50 to \$5. Acc.

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Everywoman's Magazine, 16 E. 40th St., New York 19. (M-5) Quality and formula stories; humor or helpful articles with subjective slant to 3,000; short humor for "That Man Is Here" department; features on "unforgettable" women characters. Gerald Cook. Fair rates. Acc.

Family Circle, 25 West 45th St., New York 36. (M-5) Overstocked—not in the market. R. R. Endicott.

Family Digest, Huntington, Ind. (M-20) Articles, 500-1,500; short stories, 1,000-2,000, on home and family subjects. F. A. Fink. 1c-2c. Pub.

The Family Handyman, 211 East 37th St., New York 16. (Bi-M-35) Subject matter: home improvement, repair and maintenance of interest to do-it-yourself homeowners. Photos of work in progress and/or finished glamour views of basements, attics, terraces, built-ins, playrooms, kitchens, etc. that can be used with the how-to stories. Harold Joseph Highland. 5c, black-and-white glossy 8x10 photos \$7.50 up. Acc.

Family Times, 3132 M St., N.W., Washington 7, D. C. (M-15) Letters on interesting hobbies. William Waugh. \$2-\$10 a letter. Pub.

Florida Living Magazine (Miami Daily News), 600 Biscayne Blvd., Miami, Fla. (W-15) Articles of home interest in south Florida. Roger W. Sherman. \$15-\$25. Pub.

Flower Grower—The Home Garden Magazine, 70 E. 45th St., New York 17. How-to articles by and about experienced gardeners, photographs of gardens and flowers; articles to 1,500. Fillers 100-200. John R. Whiting. Articles \$5-\$125, photos \$5-\$10, color photos to \$100. Acc.

Glamour, 420 Lexington Ave., New York 17. (M-25) Articles of interest to young career women, to 1,500; no fiction or poetry. Kate Lloyd. \$50-\$300. Acc.

Good Housekeeping, 57th St. and Eighth Ave., New York 19. (M-35) Short stories of quality to 10,000; short articles; verse. Herbert R. Mayes. Excellent rates. Acc.

Harper's Bazaar, 572 Madison Ave., New York 22. (M-50) Distinguished short stories only; not popular magazine material. Prefers articles in outline form. Alice S. Morris, Literary Editor. Good rates. Acc.

Homedraft and The Home Owner, 154 E. Erie St., Chicago 11. (Bi-M-35) How-to articles on work in wood, metal, etc.; home repair articles with emphasis on do-it-yourself. Should be accompanied by photos or drawings. 1c up. Pub.

Home Life, 127 Ninth Ave. N., Nashville 3, Tenn. (M-15) Short stories 1,500-3,000 and feature articles of interest to home and family groups. Christian viewpoint, 750-800; short poems of lyric quality, human interest, and beauty; occasional photos; fillers, cartoons, and cartoon ideas. Joe W. Burton. To 3c. Acc.

House and Garden, 420 Lexington Ave., New York 17. (M-50) Home decoration, gardening, landscaping,

building and remodeling, unusual travel and architectural articles; articles on music, food, and the art of good living, 1,500-2,000. Albert Kornfeld. Good rates. Acc.

House & Home, 9 Rockefeller Plaza, New York 20. Limited market for material on outstanding architect-designed homes and housing developments, with first-class architectural photographs. P. I. Prentice. Acc. Query.

House Beautiful, 572 Madison Ave., New York. (M-50) Articles on building, remodeling, decorating, gardening, entertaining, cooking, house maintenance, home furnishing, etc., to 2,000, with photos; fillers. Largely staff-written. Elizabeth Gordon. Acc.

Household, 912 Kansas Avenue, Topeka, Kan. (M-10) Practical how-to articles on building, home maintenance, remodeling, furnishing, decorating, gardening, and food. Also general-interest articles slanted to interests of medium- and small-town families on health, travel, family relations, family economics, child care, and social problems. Picture stories on all how-to subjects. Uses 4-color and black-and-white. No fiction. Limited amount of light verse and cartoons. Robert P. Crossley. Top prices for all material. Acc.

Independent Woman, 1790 Broadway, New York 19. (M-15) Official publication of the National Federation of Business and Professional Women's Clubs. Articles 500-1,000 of special interest to women who earn their own living. Verse. Photos. Art work. Frances Mauler. \$10-\$35. Acc.

Ladies' Home Journal, Independence Square, Philadelphia 5. (M-35) Articles 2,000-5,000; short stories 4,000-7,500; serials, 50,000-70,000; novelettes 20,000-40,000; short lyric verse; fillers; cartons. Bruce Gould, Beatrice Blackmar Gould. First-class rates. Acc.

Life Today, Southport, Conn. (Bi-M-25) Practical, inspirational articles 500-2,000 on marriage, love, divorce, family life in U. S., community problems. Sara Judson. 2c. Pub.

Living for Young Homemakers, 575 Madison Ave., New York 22. (M) Small market for short articles, 1,000-1,500, on how-to-do in home, garden, health, children, etc., sometimes with photos. Edith Brazwell Evans. Varying rates. Acc.

Mademoiselle, 575 Madison Ave., New York 22. (M-35) Short stories and articles of interest to young women aged 18-30, 2,500-3,500. Cyrilly Abels. Acc.

Marriage Magazine, 270 Park Ave., New York 17. (Semi-A-25) Sound helpful, readable articles on all marriage problems. Douglas Lurton. Good rates. Acc.

McCall's, 230 Park Ave., New York 17. (M-25) Serials, 40,000; complete novels, 12,000-20,000; novelettes, 8,000-10,000; short stories, 3,000-6,000; short shorts. Articles. Otis L. Wiese, Editor and Publisher; J. W. Dailey, Features Editor; Betty Parsons Ragsdale, Fiction Editor. First-class rates. Acc.

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Modern Baby. Same address and requirements as **Baby Time**.

Modern Bride, 366 Madison Ave., New York 17. (Q-50) Practical articles to 1,500 on wedding plans and related subjects. Virginia A. Manes. \$100 up. Acc.

Modern Needlecraft, 551 Fifth Ave., New York 36. (Q-35) Ideas or news regarding all phases of needlecraft. Maggie Meehan.

Mother & Baby, 202 E. 44th St., New York 17. (M-5) Sold in super markets. Articles on baby care up to age 2½—personal experience and technical—in entertaining layman language. Also prenatal articles. Some short light verse and cartoons. Maja Bernath. 2c-5c. Pub.

Mother's Magazine, David C. Cook Publishing Co., Elgin, Ill. (Q-10) Articles to 1,000 on teaching religion in the home. Religious verse. Iva Hoth. 1c, verse 20c a line. Acc.

My Baby Magazine, 435 Fifth Ave., New York 16. (M-free) Articles on expectant motherhood, baby and child care; personal experiences. Material must deal with children under 3 years. Photos. Joan Bel Geddes. 1c-3c. Acc. Query.

The National Parent Teacher, 700 North Rush St., Chicago 11. (M-15) Scientifically accurate, but informally written illustrated articles on rearing and education of children, to 1,800; verse, 16-20 lines. Eva H. Grant. 1½c, photos \$1-\$7.50. Acc.

Parents' Magazine, 52 Vanderbilt Ave., New York 17. (M-25) Articles on family relationship, child care and guidance, 1,500-2,000. Mrs. Clara Savage Littledale. Articles, \$150. Acc.

Popular Gardening, 369 Lexington Ave., New York 17. (M-25) Practical gardening articles, successful gardening by young home owners, 1,000, with photos. Paul F. Frese. 3c. Pub.

Sunset, Menlo Park, Calif. (M-20) Largely staff-written. Purchases from West Coast contributors only. Western travel, Western home, Western food, Western crafts, how-to-do-it articles. Walter L. Doty. Acc. Query.

Today's Baby. Same address and requirements as **Baby Time**.

Town Journal (formerly **Pathfinder**), 1111 E St., N.W., Washington 4, D.C. (M-20) Features to 2,000 on self-improvement and self-analysis, home and garden, personal problems, family economics, how a town of under 10,000 solved a problem facing other communities. Topical verse. Carroll P. Streeter. High rates. Acc.

Trailer Life, 607 S. Hobart Blvd., Los Angeles 5, Calif. Practical articles 500-3,500 pertinent to Americans living in mobile homes. How-to articles with brief but fully explanatory text concerning handy trailer devices, including gardening, trailer patios, interior painting, knickknack building; step-by-step series of photos essential. Editor's guide to writers free on request. R. P. White. Acc.

Vogue, 420 Lexington Ave., New York 17. (Semi-M-50) Articles of interest to men and women, 1,500-2,000; photos. No poetry, no fiction. Jessica Daves. Good rates. Acc.

Western Family, 1300 N. Wilton Pl., Hollywood 28. (Semi-M) All types of light, romantic fiction to 2,500; short shorts and well-illustrated how-to-do-it articles of interest to the homemaker, to 1,000; 2-part serials. Web Jones. 3c. Acc.

Woman's Day, 19 W. 44th St., New York 18. (M-5) Serious and humorous articles, 1,800-2,000; inspirational; how-to; fillers. Human interest and humorous type fiction, 2,500-5,000. Mabel Hill Souvaine, Editor; Betty Finnin, Fiction Editor. No set rate. Acc.

Woman's Home Companion, 640 Fifth Ave., New York 19. (M-35) Women's and family interest. Articles, 2,500-6,000; short stories to 6,000; novelettes 15,000; short novels to 20,000; serials to 60,000. Particularly interested in book-length non-fiction for condensation or serialization and in articles of direct

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Woman's Life, 270 Park Ave., New York 17. (Q-25) Helpful entertaining articles, 400-2,500, on all phases of a woman's life. Douglas Lurton. Good rates. Acc.

The Workbasket, 543 Westport Rd., Kansas City 11, Mo. (M-15) Articles to 1,500 about women who have raised their family living standards economically. Photos. 2c, photos to \$5. Acc.

Confession

Confidential Confessions (Ace), 23 West 47th St., New York 36. Dramatic first-person stories with "hit-home" problems about marriage and courtship. Shorts from 2,500 to 6,500; novelettes 10,000. Rose Wyn. To. 3c. Acc.

Daring Romances (Ace), 23 West 47th St., New York 36. Realistic first-person marriage and courtship stories with emphasis on the man-woman problem. Strong emotional style. Shorts from 2,500 to 6,500; novelettes 10,000. Rose Wyn. To 3c. Acc.

Intimate Love Stories (Popular), 205 E. 42nd St., New York 17. A new magazine—first issue September 10—emphasizing freshness of theme and approach. Walter R. Schmidt. Good rates. Acc.

Intimate Romances (Romance), 295 Madison Ave., New York 17. (M-25) First-person stories of serious love conflict or problem situations with realistic, everyday characters 5,000-8,000; novels, 10,000-15,000. 3c up. Acc.

Modern Romances (Dell), 261 Fifth Ave., New York 16. (M-15) First-person real-life stories 5,000-8,000; novelettes 9,000-12,000; book lengths 15,000-20,000. Contests for cash prizes. Also short articles 400-2,000, dealing with parenthood, young mothers with small children, pregnancy, postnatal health and beauty problems: Articles carry by-lines. Hazel L. Berge. 4c. Acc.

Personal Romances (Ideal), 295 Madison Ave., New York 17. (M-25) First-person romances, young heroes and heroines, with strong emotional problems logically worked out, 5,000-10,000. Hilda Wright. 3c and up. Acc.

Real Romances (Hillman), 535 Fifth Ave., New York 17. (M-15) First-person short stories to 6,500; novelettes 8,500-10,000; articles 500-1,000; fillers. Written from viewpoint of both men and women. Mary Rollins. 3c. Acc.

Real Story (Hillman), 535 Fifth Ave., New York 17. (M-15) For requirements see **Real Romances**.

Revealing Romances (Ace), 23 W. 47th St., New York 36. (M-15) Young first-person stories of courtship and marriage with strong reader identification. Stories must be up-to-date, deal with problems that hit home and reflect modern-day living. Short stories 2,500-6,000; novelettes 10,000. Articles and fillers 300-1,000. Romantic verse to 20 lines. Rose Wyn. 3c up, verse 50c a line. Acc.

Romance Confessions, 19 W. 44th St., New York 36. (Bi-M-25) Strong, dramatic, first-person stories

based on women's real-life experiences, 1,500-8,000. Articles to 2,000 on teen, courtship, marriage problems. Grace Jackson. Stories 3c a word, articles \$50-\$75. Acc.

Romance Time, 19 West 44th St., New York 36. (Bi-M-25) Strong, dramatic, first-person stories based on women's real-life experiences, 1,500-8,000. Articles to 2,000 on teen, courtship, marriage problems. Grace Jackson. Stories 3c a word, articles \$50-\$75. Acc.

Secrets (Ace), 23 W. 47th St., New York 36. (M-20) Dramatic first-person stories of courtship and marriage with emphasis on realism and emotional tone. Shorts 2,500-6,000, novelettes 10,000. Articles on marriage, courtship, personality to 1,000. 3c and up. Acc.

Tan (Johnson), 1820 S. Michigan Ave., Chicago 10. (M-25) First-person stories 2,000-3,000. No longer confined to Negro characters. John H. Johnson. 1½c. Acc.

Teen Age Confessions (Popular), 205 E. 42nd St., New York 17. A new magazine—first issue September 10—directed specifically to the problems of teenage youth, male and female. Walter R. Schmidt. Good rates. Acc.

True Confessions (Fawcett), 67 W. 44th St., New York 36. (M-15) Short stories 2,000-10,000; novels 18,000-20,000. Must be absolutely realistic stories, with sincere and important emotion, based on problems of life today; dramatic impact is necessary. Fact, exposé, or inspirational articles occasionally used. Fillers 500-1,000. Verse. 4c-5c, verse 75c a line. Acc.

True Experiences (Macfadden), 205 E. 42nd St., New York 17. (M-15) First-person true stories of emotional experiences in the lives of women. To 10,000. F. Gould. Payment to \$375, according to editorial impact and length of story. Acc.

True Love Stories (Macfadden), 205 E. 42nd St., New York 17. (M-15) First-person stories. May C. Kelley. 1,500 words, \$100; 2,500-3,000, \$125; 4,500-5,500, \$175; 6,500-8,000, \$250; 12,000-14,000, \$450. Acc.

True Romance (Macfadden) 205 E. 42nd St., New York 17. (M-15) F. Gould. First-person short stories 4,000-6,000, \$250; novelettes 10,000, \$375; shorts 2,000, up to \$125. Acc.

True Story (Macfadden), 205 E. 42nd St., New York 17. (M-20) Stories to 7,000; novelettes 9,000; double-lengths 11,000; 2-part serials, 7,000-10,000 per installment. Nina Dorrance. Surprise-ending short-shorts \$100, average-length stories \$250-\$300, novelettes \$400, double-lengths \$500, serials \$425 each installment. Acc.

Your Romance (Crestwood), 1790 Broadway, New York 19. (Bi-M-25) Short stories to 7,000; novelettes 10,000. Romance and suspense within the sin-and-suffer formula; must have American background. One male viewpoint story in each issue. Occasional off-trail material. Betty Phares. 3c. Acc.

Fact Detective

Amazing Detective Cases (Postal), 270 Park Ave., New York 17. (Bi-M) Fact articles on crime cases with mystery and good detective work, 1,500-2,000. Official by-lines preferred. Robert E. Levee. 2c up, photos \$3. Acc.

Best True Fact Detective, Skye Publishing Co., 270 Park Ave., New York 17. (Bi-M-25) Articles 2,500-3,000 on crime, rackets, police officials; also shorts 350-1,000 on similar subjects. Contemporary murder cases handled by assignment. Georgia H. Cooper. Acc.

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Complete Detective Cases (Postal), 270 Park Ave., New York 17. (Bi-M) Fact articles on crime cases with mystery and good detective work, 1,500-5,000. Official by-lines preferred. Robert E. Levee. 2c up, photos \$3. Acc.

Front Page Detective (Dell), 261 Fifth Ave., New York 16. (M-25) Crime articles dealing with personalities, unique police methods, exposés, 3,500. True crime short-shorts 500-750. On-the-scene crime photos. Carmena Freeman. \$150-250; photos \$6 (more for series). Acc. Query on everything except picture stories.

Inside Detective (Dell), 261 Fifth Ave., New York 16. (M-25) Same requirements as **Front Page Detective**. Carmena Freeman.

Master Detective (Macfadden), 205 E. 42nd St., New York 17. (M-25) Fact crime stories to 5,000, emphasizing suspense or horror. Some old crimes represented. Shorts, 100 and 600-1,500. Full-length stories \$150 up, shorts about \$25 per column. Acc. Query with outline.

Official Detective, 400 N. Broad St., Philadelphia 30. (M-25) True detective crime-detection stories 5,000-7,000; photos. H. A. Keller, 2½c up. Acc.

Police Detective. See **Best True Fact Detective**, above.

Real Police Stories (Fawcett), 67 W. 44th St., New York 36. (Bi-M-25) Fact murder cases 5,000-6,000. Shorts with sensational, bizarre, or humorous turn, to 1,000. Photos required. Joseph Piazza. Full-length copy 3c, shorts 5c. Acc. Photos \$5. Pub.

Special Detective. See **Best True Fact Detective**, above.

Startling Detective (Fawcett), 67 W. 44th St., New York 36. (Bi-M-25) Factual crime material, including some older cases, 4,000-6,000. Hamilton Peck. 3c (with extra payment for official byline if available). Acc. Photos \$5. Pub.

True Detective, 206 E. 43rd St., New York 17. (M-25) Suspenseful true detective, crime stories with actual photos, with or without official by-line, 3,000-5,000. Always query before submitting copy. Detective, crime shorts and fillers 100-1,500. R. F. Buse. From 3c, depending on length; photos \$4-\$6. Acc.

True Mystery. See **Best True Fact Detective**, above.

True Police Cases (Fawcett), 67 W. 44th St., New York 36. (M-25) Fact detective stories to 7,000. Crime or police features to 2,000. Particularly interested in first-person stories or features under the by-line of a person on either side of the law; and in sensational exposés of crime conditions in major cities. Joseph Corona. 3c up. Acc.

Detective and Mystery—Fictional

Black Book Detective (Thrilling), 10 E. 40th St., New York 16. (Q-20) Not currently buying.

Conflict (Ziff-Davis), 366 Madison Ave., New York 17. (Bi-M-35) Not buying till further notice.

Ellery Queen's Mystery Magazine (Mercury), 471 Park Ave., New York 22. (M-35) Stories of detection, crime, mystery. No supernatural stories per se, although if a legitimate mystery, crime, or detective short story has supernatural or horror element, O.K. No taboos, no angles editorially except that quality must be high. "Ellery Queen." Originals, \$200 up for average length. Reprints, \$75 up. Acc.

Famous Detective Stories (Columbia), 241 Church St., New York 13. (Bi-M-25) Detective fiction stressing plot and characterization. Murder mysteries preferred—straight crime and gangster stories not wanted. Robert W. Lowndes. ½c up. Schedule.

15 Detective Stories (Popular), 205 E. 42nd St., New York 17. (Bi-M-25) Short stories 5,000; novels 10,000. Fillers 1,000. Peggy Graves. 1c up. Acc.

Five Detective Novels (Thrilling), 10 E. 40th St., New York 16. (Bi-M-25) Novels 10,000-20,000; small market for stories to 5,000. Mainly reprint. Samuel Mines. 1c. Acc.

G-Men Detective (Thrilling), 10 E. 40th St., New York 16. (Bi-M-20) Not currently buying.

Malcolm's, Box 304, Evansville 4, Ind. (Bi-M-35) Mystery and detective fiction 1,000-5,000. Cartoons. Ruth Maness. 1c-3c, cartoons \$5-\$15. Acc.

Manhunt (Flying Eagle), 545 Fifth Ave., New York 17. (M-35) Fiction of any length 1,000-25,000; serials on order only. Tough, hard-boiled, or realistic stories in the detective-crime field. Seeks only the best. Fact material is staff-written or contracted for. John McCloud. 2c-5c, much higher on occasion. Acc.

The Phantom Detective (Thrilling), 10 E. 40th St., New York 16. (Q-25) Not currently buying. Alex Samalman.

Popular Detective (Thrilling), 10 E. 40th St., New York 16. (Bi-M-20) Hard-boiled and sophisticated detective short stories, 1,000-5,000; novelettes, 7,000-20,000. Samuel Mines. 1c. Acc. Temporarily not buying.

Pursuit (Star), 545 Fifth Ave., New York 17. (Bi-M-35) No material wanted now. L. B. Cole.

The Saint Detective Magazine, 471 Park Ave., New York 22. (Bi-M-35) Stories 1,000-15,000 of any type dealing with crime. Emphasizes quality. Uses some reprints, chiefly by big names. Leo Margulies. 1c. Acc.

Smashing Detective Stories (Columbia), 241 Church St., New York 13. (Q-25) Same requirements as **Famous Detective Stories**, above.

Thrilling Detective (Thrilling), 10 E. 40th St., New York 16. (Q-25) Not currently buying. Alexander Samalman.

Triple Detective (Thrilling), 10 E. 40th St., New York 16. (Q-25) Three detective novels by well-known writers; detective short stories to 5,000. Samuel Mines. 1c up. Acc. for shorts; novels by arrangement.

Love Story

All-Story Love Magazine (Popular), 205 E. 42nd St., New York 17. (Bi-M-25) Publishes one strong, dramatic novelette, which must be motivated by love, but can combine elements of mystery and adventure with the love story, to 12,000. Short stories 4,000-5,000. Some verse. Short stories in special demand. Peggy Graves. 1c up. Acc.

Exciting Love (Thrilling), 10 E. 40th St., New York 16. (Q-25) Novelettes, 8,000-16,000; short stories 1,000-6,000. Alex Samalman. 1c. Acc.

Fifteen Love Stories (Popular), 205 E. 42nd St., New York 17. (Bi-M-25) Romantic love stories. Novelettes up to 10,000; shorts 3,500 to 5,000. Peggy Graves. 1c up. Acc.

15 Range Romances (Popular), 205 E. 42nd St., New York 17. (Bi-M-25) Short-shorts 1,500; short stories 5,000; novelettes 10,000. Verse. Alden H. Norton. 1c up, verse 25c a line. Acc.

Gay Love Stories (Columbia), 241 Church St., New York 13. (Bi-M-25) Third-person love stories to 15,000. Marie A. Park. 1/2c up. Schedule.

Golden West Romances (Thrilling), 10 E. 40th St., New York 16. Not in market at present. Helen Davidge.

Ideal Love Stories (Columbia), 241 Church St., New York 13. (Bi-M-25) Third-person love stories to 15,000. Marie A. Park. 1/2c up. Schedule.

Love Book Magazine (Popular), 205 E. 42nd St., New York 17. (Bi-M-25) Glamorous, dramatic love stories, 4,000-5,500; novelettes 12,000; little verse. Peggy Graves. 1c up. Acc.

Love Novels (Popular), 205 E. 42nd St., New York 17. (Bi-M-25) Romantic love stories: shorts to 5,000; novelettes 7,000-10,000. Verse. 1c up, verse 25c a line. Acc.

Love Short Stories (Popular), 205 E. 42nd St., New York 17. (Bi-M-25) Romantic fiction 3,000-10,000; some verse. Peggy Graves. 1c up. Acc.

Love Story Magazine (Popular), 205 E. 42nd St., New York 17. (Bi-M-25) Modern young love stories, adult and slightly sophisticated, 5,000-12,000. Peggy Graves. 1c up. Acc.

New Love (Popular), 205 E. 42nd St., New York 17. (Bi-M-25) Realistic love stories: shorts 4,500-5,000; novelettes 7,000-10,000. Peggy Graves. 1c up. Acc.

Popular Love (Thrilling), 10 E. 40th St., New York 16. (Q-25) Realistic, modern love novelettes, 8,000-16,000; short stories, 2,000-6,000. Alex Samalman. 1c up. Acc.

Ranch Romances (Thrilling), 10 E. 40th St., New York 16. (Bi-W-25) Adult Western short stories, 5,000-6,000; novelettes 8,000; novels 18,000-20,000; 4-part serials to 45,000; well-authenticated fact material to 2,500. Romantic interest. Alex Samalman, Senior Editor; Helen Davidge, Editor. 1c up. Acc.

Rangeland Love Stories (Popular), 205 E. 42nd St., New York 17. (Bi-M-25) Stories 2,000-4,000; novelettes 8,000-12,000. Woman's viewpoint preferred, but an occasional story from man's viewpoint. Old West settings desired. 1c up. Acc.

Rangeland Romances (Popular), 205 E. 42nd St., New York 17. (Bi-M-25) Emotional love short stories, Old West. Man's or woman's viewpoint; shorts 2,000-4,000; novelettes 8,000-10,000. Peggy Graves. 1c. Acc.

Real Western Romances (Columbia), 241 Church St., New York 13. (Q-25) Love stories of the Old West, with action element in background. Stress color and characterization. Short stories to 5,000; novelettes 8,000 to 12,000. Marie A. Park. 1/2c-1c. Schedule.

Romance (Popular), 205 E. 42nd St., New York 17. (Bi-M-25) Romantic stories with emphasis on character; occasional foreign background stressing glamour rather than adventure—3,500-6,000; novelettes 10,000; verse to 24 lines. Peggy Graves. 1c up. Acc.

Sweetheart Love Stories (Popular), 205 E. 42nd St., New York 17. (Bi-M-25) Tender young love stories, 5,000-12,000. Peggy Graves. 1c up. Acc.

Thrilling Love Magazine (Thrilling), 10 E. 40th St., New York 16. (Q-25) Love short stories 1,000-6,000; novelettes 8,000-16,000. Alex Samalman. 1c up. Acc.

Today's Love Stories (Columbia), 241 Church St., New York 13. (Bi-M-25) Short stories and novelettes with strong love interest 1,000-15,000; verse with love theme, 4-20 lines. Marie A. Park. 1/2c up. Schedule.

Western Rodeo Romances (Thrilling), 10 E. 40th St., New York 16. Helen Davidge. Not now buying.

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Astounding Science Fiction (Street & Smith), 304 E. 45th St., New York 17. (M-25) Science short stories to 8,000, novelettes 10,000-20,000; serials 30,000-100,000. Articles on recent science developments; query. John W. Campbell, Jr. 3c up. Acc.

Beyond (Galaxy), 421 Hudson St., New York 14. Short-shorts 2,000-3,000; short stories to 6,000; novelettes 7,500-12,000; novellas 20,000. Exclusively quality fantasy slant. H. L. Gold. 2c up, minimum \$75. Acc.

Cosmos Science Fiction and Fantasy (Star), 545 Fifth Ave., New York 17. (Bi-M-35) No material wanted at present. L. B. Cole.

Fantastic (Ziff-Davis), 366 Madison Ave., New York 17. (Bi-M-35) Fantasy and science fiction to 10,000. Emphasis on dramatic personality conflict. Light, sophisticated slant. Cartoons. Howard Browne. 1c up. Acc.

Fantastic Story Magazine (Thrilling), 10 E. 40th St., New York 16. (Q) Chiefly reprint, but small market for original fantasy fiction up to 10,000. Samuel Mines. 1c-2c. Acc.

Fantastic Universe, 471 Park Ave., New York 22. (Bi-M-35) Stories 1,000-15,000—science fiction as well as fantasy. Articles chiefly on assignment. Leo Margulies. 1c. Acc.

Fantasy and Science Fiction (Mercury), 471 Park Ave., New York 22. (M) Science fiction and fantasy, 1,000-20,000, occasionally longer. Uses some reprints. Send MSS. to editorial address, 2643 Dana St., Berkeley 4, Calif. Anthony Boucher and J. Francis McComas. Average about 3c, first North American and foreign serial rights only; reprints \$50 up a story. Acc.

Fate Magazine, 806 Dempster St., Evanston, Ill. (M-35) Articles under 3,000 on psychic, unusual, unexplained happenings; fillers. Robert N. Webster. 2c up. Pub.

Future Science Fiction (Columbia), 241 Church St., New York 13. (Bi-M-35) Science fiction with adult motivation to 5,000; novelettes, 8,000-12,000. No fantasy. Robert W. Lowndes. 1c. Schedule.

Galaxy Science Fiction (Galaxy), 421 Hudson St., New York 14. (M-35) Short-shorts 2,000-3,000; short stories to 6,000; novelettes 7,500-12,000; serials 60,000-75,000. (**Galaxy Science Fiction Novels**)



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If—Worlds of Science Fiction, Quinn Publishing Co., Kingston, N. Y. (M-35) Science fiction, not fantasy. Stories to 12,000—under 5,000 preferred; novels 45,000-50,000. Articles on assignment only, but inquiries will be considered. James L. Quinn. Occasional cartoons. 2c up. Acc.

Imagination, P. O. Box 230, Evanston, Ill. (M-35) Science-fiction and fantasy stories, 1,000-25,000. Solidly plotted stories with good action and characterization, embodying human interest problems—now, in the past, or in the future—readers can understand and sympathize with. Cartoons. William L. Hamling. 1c up, cartoons \$5-\$10. Acc.

Mystic, Ray Palmer, Amherst, Wisc. (Bi-M-35) Occult factual experiences, fiction based on occult science—no ghost or horror stories. Particularly needs well-plotted stories dealing with various phases of occultism and mysticism. 1,000-15,000. Ray Palmer and Bea Mahaffey. Rates by arrangement.

Planet Stories (Fiction House), 1658 Summer St., Stamford, Conn. (Q-25) Short stories 2,000-7,000; novelettes 8,000-14,000; novels 15,000-25,000. Science-fiction stories with good action, suspense, and alien-worlds atmosphere. No restrictions, though less fantasy is bought than other types. Jack O'Sullivan. 1½c-2c. Acc.

Science Fiction Adventures (Future), 80 Fifth Ave., New York 11. (Bi-M-35) Fast-moving science fiction. Harry Harrison. To 3c. Acc.

Science Fiction Digest, 341 Bleecker St., New York. (Bi-M-35) Reprints of published science fiction and fantasy, also of articles in the same fields. Chester Whitehorn. Payment by arrangement. Acc.

Science Fiction Quarterly (Columbia), 241 Church St., New York 13. (Q-25) Same needs as **Future Science Fiction**. 1c. Schedule.

Startling Stories (Thrilling), 10 E. 40th St., New York 16. (Q-25) Science-fiction short stories and 25,000-word novels. Samuel Mines. 1c up. Acc.

Thrilling Wonder Stories (Thrilling), 10 E. 40th St., New York 16. (Q-25) Pseudo-scientific adventure stories to 10,000; short pseudo-science novels 15,000-20,000. Samuel Mines. 1c up. Acc.

Universe, Ray Palmer, Amherst, Wisc. (Bi-M-35) All types of science fiction; some fantasy; no weird or ghost stories. Requires sound plotting and convincing characterization. 1,000-15,000. Ray Palmer and Bea Mahaffey. Rates by arrangement.

Weird Tales, 200 W. 57th St., New York 19. (Bi-M-35) Supernatural, bizarre, weird fantasy; very little science-fiction. Short stories to 6,000; novelettes to 15,000. Would like good ghost stories. Verse to 30 lines. Dorothy McIlwraith. 1c, verse 25c a line. Pub.

Sports

Complete Sports (Stadium), 270 Park Ave., New York 17. (Bi-M-25) All lengths to 20,000. Robert O. Erisman, Editor; Arthur Lane, Associate. 1c up. Acc.

Exciting Baseball (Thrilling), 10 E. 40th St., New York 16. (Seasonal-25) James B. Hendryx, Jr. Not now buying.

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Sports Illustrated, Time & Life Bldg., 9 Rockefeller Plaza, New York 20. (W-25) The first issue of this magazine, to be published by Time, Inc., will appear August 13. Short stories 1,500-3,000; short-shorts 250-1,500. Essays 1,000-2,000. Articles 2,000-3,000—personality, controversy, unusual subjects, all relating to sports (both participant and spectator). Fillers 50-250. Photos. Address non-fiction material to Andrew Crichton, fiction to MacLennan Farrell. Full-length articles and stories, \$750 up, shorter material \$5-\$500. Acc. Query on essays and articles.

Super Sports (Columbia), 241 Church St., New York 13. (Q-25) All types of sports; adult motivation and situations. Short stories 1,500-5,000; novelettes 7,000-9,000. Robert W. Lowndes. ½c. Schedule.

Ten Story Sports (Columbia), 241 Church St., New York 13. (Q-25) Same requirements as **Super Sports**. Robert W. Lowndes. ½c. Schedule.

Thrilling Baseball (Thrilling), 10 E. 40th St., New York 16. (Seasonal-25) James B. Hendryx, Jr. Not now buying.

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Western

Action-Packed Western (Columbia), 241 Church St., New York 13. (Bi-M-25) Short stories 2,000-5,000; novelettes 10,000-15,000. Robert W. Lowndes. ½c up. Schedule.

Best Western Magazine (Stadium), 270 Park Ave., New York 17. (Bi-M-25) Same requirements as **Western Novels & Short Stories**, below.

Complete Western Book Magazine (Stadium), 270 Park Ave., New York 17. (Bi-M-25) Western novels to 20,000. Robert O. Erisman, Editor; Arthur Lane, Associate. 1c up. Acc.

Double Action Western (Columbia), 241 Church St., New York 13. (Bi-M-25) Short stories, 2,000-5,000; novelettes 10,000-20,000. Robert W. Lowndes. ½c up. Schedule.

Exciting Western (Thrilling), 10 E. 40th St., New York 16. (Bi-M-20) Overstocked. James B. Hendryx, Jr. 1c up. Acc.

Famous Western (Columbia), 241 Church St., New York 13. (Bi-M-25) Novelettes, 8,000-16,000; short stories to 5,000, articles to 2,000. Stresses characterization and adult motivation. Robert W. Lowndes. 1½c. Schedule.

Fifteen Western Tales (Popular), 205 E. 42nd St., New York 17. (Bi-M-25) Short stories 2,500; novelettes to 10,000. Verse. Fillers. Photos. Peggy Graves. 1c up, verse 25c a line. Acc.

Five Western Novels (Thrilling), 10 E. 40th St., New York 16. Reprint; small market for fresh story material. Lead story original, 20,000 words. J. B. Hendryx, Jr. 1c. Acc.

Giant Western Magazine (Thrilling), 10 E. 40th St., New York 16. (Bi-M-25) Western stories 1,000-45,000. Well written adult narratives of the old or modern West. Samuel Mines. 1c up. Acc.

Luke Short's Western (Dell), 200 Fifth Ave., New York 10. (Q-25) Successor to **Zane Grey's Western Magazine**. Old West background. Short-shorts to 2,500; short stories 3,000-7,000; novelettes to 20,000. Articles to 5,000 on dramatic episodes and colorful personalities of the Old West. Verse. Fillers. Cartoons. Don Ward. 2½c up, verse 50c a line. Acc. Query.

Masked Rider Western (Thrilling), 10 E. 40th St., New York 16. (Bi-M-25) Overstocked. J. B. Hendryx, Jr. 1c up. Acc.

Popular Western (Thrilling), 10 E. 40th St., New York 16. (Bi-M-25) Not now buying. James B. Hendryx, Jr.

Range Riders Western (Thrilling), 10 E. 40th St., New York 16. (Bi-M-25) Overstocked. J. B. Hendryx, Jr. 1c. Acc.

Real Western Stories (Columbia), 241 Church St., New York. (Bi-M-25) Same requirements as **Famous Western**, above.

The Rio Kid Western (Thrilling), 10 E. 40th St., New York 16. (Bi-M-25) Overstocked. James Hendryx, Jr. 1c. Acc.

Texas Rangers (Thrilling), 10 E. 40th St., New York 16. (M-25) Fast-moving, action-packed short stories, 1,000-5,000. Novelettes 9,000-15,000. Book-length novels by arrangement. James Hendryx, Jr. 1c up. Acc.

Thrilling Ranch Stories (Thrilling), 10 E. 40th St., New York 16. (Q-25) Not currently in the market. Helen Davidge. 1c up. Acc.

Thrilling Western (Thrilling), 10 E. 40th St., New York 16. (Bi-M-25) Action-packed thrilling Western short stories, 1,000-6,000; novelettes 7,000-12,000; novels 30,000. Girl interest permissible. Temporarily not buying. J. B. Hendryx, Jr. 1c up. Acc.

Triple Western (Thrilling), 10 E. 40th St., New York 16. (Bi-M-25) Western short stories to 5,000; adult novelettes 20,000-30,000 words. No taboos. James Hendryx, Jr. 1c up. Acc.

True West, P. O. Box 5008, Austin 31, Tex. Editorial Office: Box 266, Mason, Texas. (Q-25) An all-fact magazine of the Old West—badmen, gold rush days, cattle drives, ghost towns, range wars, etc. Articles 1,500-5,000—6,000 on an extraordinary subject. Old photos. Overstocked. Fred Gipson. 1c. Pub.

2-Gun Western (Stadium), 270 Park Ave., New York 17. (Bi-M-25) Short-shorts 500-2,000; short stories 1,000-9,000. Robert O. Erisman, Editor; Arthur Lane, Associate. 1c up. Acc.

West (Thrilling), 10 E. 40th St., New York 16. (Bi-M-25) Book length novels 30,000; short stories 1,000-6,000; novelettes, 7,500-12,000. Temporarily not buying. J. B. Hendryx, Jr. 1c up. Acc.

Western Action (Columbia), 241 Church St., New York. (Bi-M-25) Same requirements as **Double Action Western**, above.

Western Novels & Short Stories (Stadium), 270 Park Ave., New York 17. (Bi-M-25) Short stories 1,000-6,000; novels to 20,000. Robert O. Erisman, Editor; Arthur Lane, Associate. 1c up. Acc.

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July, 1954

Catholic Digest Reprints Part of "America Faces World Communism"

Catholic Digest, one of the nation's leading religious publications, has made arrangements with *Vantage Press* to reprint the chapter titled "The Soviet Fifth Column In America," from *America Faces World Communism*, by Prof. Anthony T. Bouscaren, Chairman of the Political Science Dept., Marquette University, Milwaukee, Wis.

This is the second national magazine to reprint a section of the book. The May issue of *Magazine Digest* carried the Appendix of this highly praised volume in an article called "What Is Communism?"

Leading critics throughout the country have hailed Prof. Bouscaren's work as a vital and timely study. General Albert C. Wedemeyer recently said: "It deserves a wide dissemination for it presents so objectively the methods and implications of the greatest conspiracy against mankind that history records."

"Mayor's Wife" Praised By Nation's Press

The Mayor's Wife: Crusade In Kansas City, by Marjorie Beach, recently published by *Vantage Press*, has won high praise from critics across the country.

Of this highly illuminating study of corruption in city politics, Sterling North wrote, in his syndicated review, "Just how filthy American politics can be will be discovered by those who have the courage to read how the author and her husband fought the incredible Pendergast machine for the good of Kansas City."

In his two-column feature review for the *Christian Science Monitor*, critic Max K. Gilstrap said in part: "Mrs. Beach intersperses throughout her account of the tense drama of political fighting a wealth of interesting interludes . . . *The Mayor's Wife* is a difficult book to put down . . . In writing it Mrs. Beach has undoubtedly accomplished much toward her goal—to alert more people to their civic responsibilities in fighting boss rule."

Charlotte (N.C.) News: "Young people, particularly, should read this book that they might better gird themselves to fight the forces which tear down truly democratic government on the municipal level."

Wichita (Kan.) Eagle: "The author spins her yarn without a trace of rancor or bitterness, presenting an excellent factual account of city hall life of the period 1920-1930."

Vantage's Amusement Park History Featured In World-Famous "New Yorker" Magazine

Items of Interest . . .

The West Coast trip of *Vantage*'s Sales Manager, Martin Chervin, was a big success . . . Chervin called on dealers in Los Angeles, Seattle, and San Francisco, sold many books, and succeeded in opening many new outlets for future books . . . A special combination broadcast and autograph party was held over Station KTMS, Santa Barbara, Calif., for Rebecca Porter and her book *Raisin Valley* . . . this is the first time such an affair was ever staged on Patricia Manchester's top-rated women's show . . . On a lecture tour of the South, Victoria Booth Demarest, working closely with the sales and publicity departments of *Vantage Press*, sold 600 copies of her stirring *What I Saw in Europe* . . . the author is the daughter of the founders of The Salvation Army . . . three autograph parties were arranged by *Vantage* for Grace Fox Perry and her newly published *Wall Within The Orbit*. Parties were held in Georgia, South Carolina and Virginia, and were highly successful . . . Are you looking for a publisher? Mail the coupon below for a free copy of a handsome 24-page brochure which explains the successful *Vantage* publishing program in full . . . it has many useful ideas for every writer . . . do it now, before it slips your mind . . .

New York, N. Y.—In an article about Palisades Amusement Park in New Jersey written for the May 8, 1954, issue of *The New Yorker Magazine*, Robert M. Coates devoted two full columns to *Vantage Press's The Outdoor Amusement Industry* by William F. Mangels.

In the course of this article, Mr. Coates said: "Later on, after I had left the park, I did a little reading on the history of amusement parks in general, and I was fortunate enough to stumble upon what I think must be the definitive work on the subject—William F. Mangels' *The Outdoor Amusement Industry*.

"This is one of those books in which an author has taken a fairly obscure subject and lavished as much patient and loving research on it as other people would devote to a study of the Reformation, and I found it delightful."

Mr. Coates then goes on to quote at length from the book, discussing the history of amusements, including the Ferris wheel, the roller coaster, and other devices that thrill millions today.

The Outdoor Amusement Industry has been well received by reviewers throughout the country. It was given feature coverage especially by *Billboard*, the newspaper of the variety and amusement field.

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